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BROADCASTING

Vol. 12 • No. 1

Broadcast Advertising

WASHINGTON, D. C.
JANUARY 1, 1937

Foreign
$4.00 the Year

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

$3.00 the Year
15c the Copy

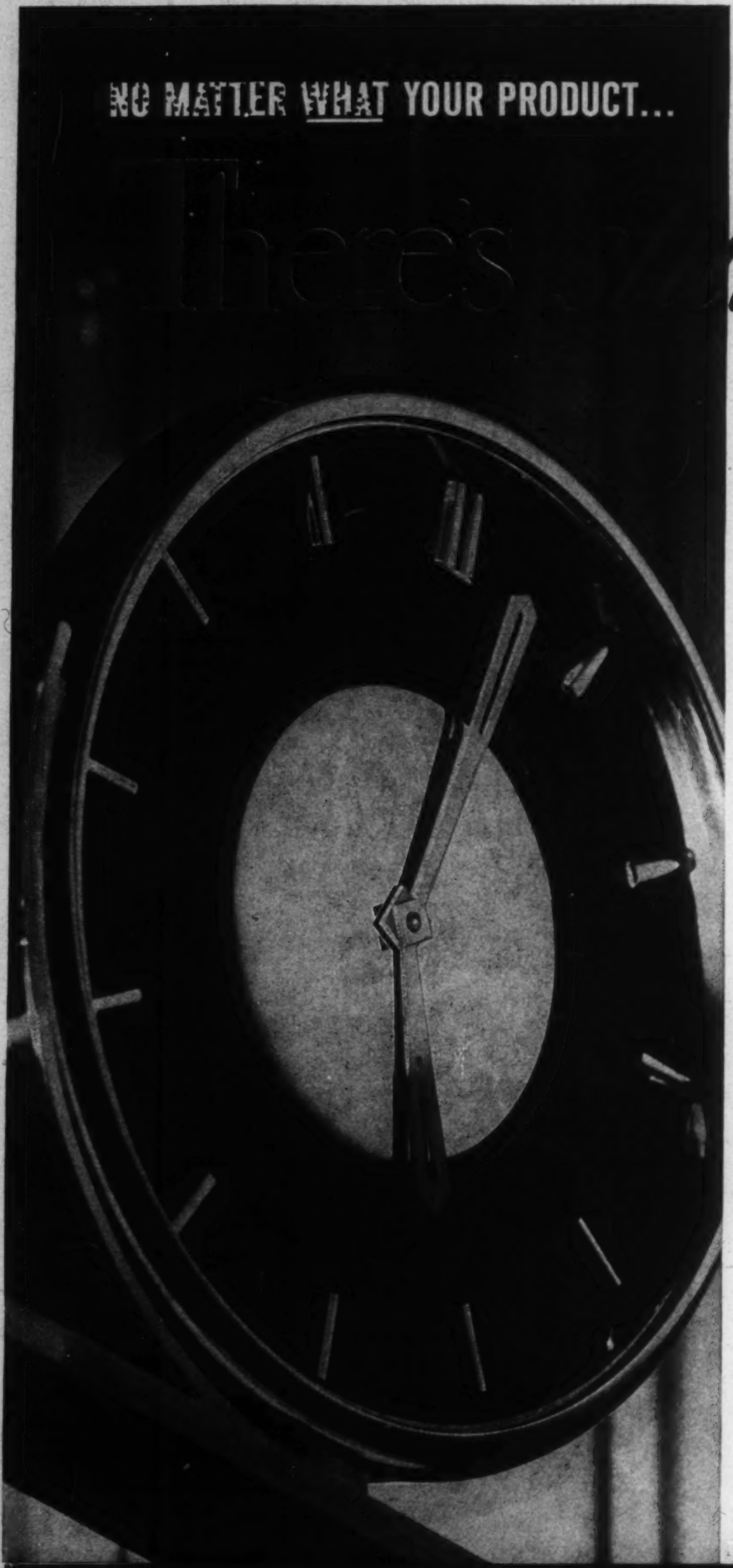
THE JOHN CRERAR
JAN 2 1937
LIBRARY

ONE NOTE..

Disposition Sweet

As we glide into 1937, the broadcasting industry may look back upon the past twelve months as the most successful in its brief but stimulating career. As one of the many independent stations which have shared in this success, WOR believes it is a propitious time to mention, for whatever it may mean to you, that more than 225 people with products to sell have sallied into WOR during 1936 resulting in an increase in time-billings of more than 30% over that for 1935. And for the benefit of Mr. Boreits who consistently squawks, "Sure, I like yer percents, but the papers allus gimme agate lines," we shall delve into our increase in hours; i.e., sponsored "space" sold. In hours, then, people with products to sell bought 2886 for 1936 from WOR, compared with 2525 for 1935. And when the bills were sent on to them—boy, what buys they made!

WOR



NO MATTER WHAT YOUR PRODUCT...

There's ll Time Sell It !

Valuable broadcasting hours are available on the NBC Blue and Red Networks

Many advertisers have been under the impression that radio time on the Blue and Red NBC networks was all sold out. This is not strange, in view of the program preference which the NBC networks have so notably established. But—

We wish to announce that there *still* remain certain advantageous day and night sales hours for advertisers who seek an habitual listener audience numbered in the millions.

This tremendous NBC audience is the most valuable asset a medium can offer an advertiser. It was created and held by *one thing only*—the *best* delivery of the *greatest number* of the *most popular* programs. NBC networks continue to guarantee this long head start toward sales to every advertiser, large or small.

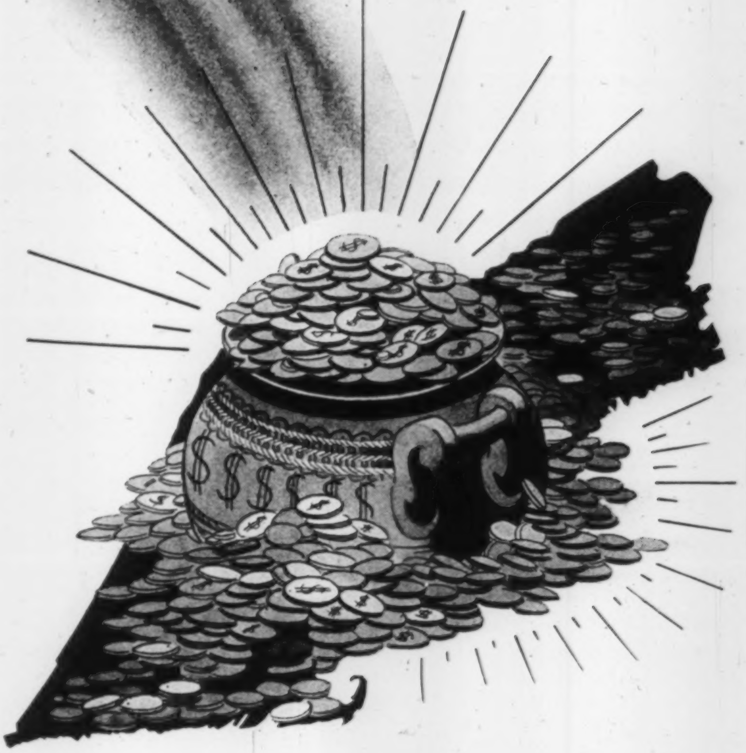
RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday 2 to 3 P.M., E.S.T. Both on NBC Blue Network.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK · CHICAGO · WASHINGTON · SAN FRANCISCO

It's no Fairy-tale in New England



The Money Is Here for Aggressive Advertisers

WHEELS of New England industry are turning faster. Payrolls are up. Retail sales are up. Per capita savings hold their substantial lead over other sections of the country.

This is a market worth your most intensive cultivation . . . and The Yankee Network provides the intensive medium for digging into this rich area in the very sections where mass appeal can produce mass buying.

Eleven popular stations key your efforts o the tempo of aggressive selling necessary in this market. Their intensive listening areas include every important spot on the New England sales map.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WCSH	Portland	WLLH	Lowell
	WICC	Bridgeport—New Haven	

This eleven-station audience is made up of NBC Red Network listeners, Yankee Network's news audience, its play-by-play sports fans and the listeners to its many other sparkling locally produced shows.

It all adds up to the largest New England audience you can possibly reach.

Every station counts. Their combined strength and appeal provide the powerful sales impact you need in order to share substantially in New England's tremendous retail turnover.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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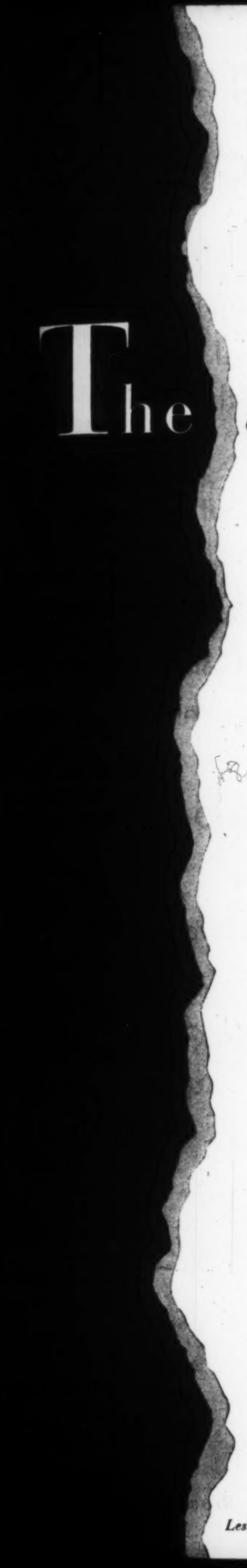


Leslie Howard as Hamlet

The air bites shrewdly . . . .

Hamlet, Act 1, Scene 4

A new generation gives new meaning to Shakespeare.

"The Air. . . . !" **It is now a concert-hall, a herald of news, a public forum, a field of sport, a hall of learning, a carnival of music, of laughter. All the world's its stage, and all the nation its audience.**

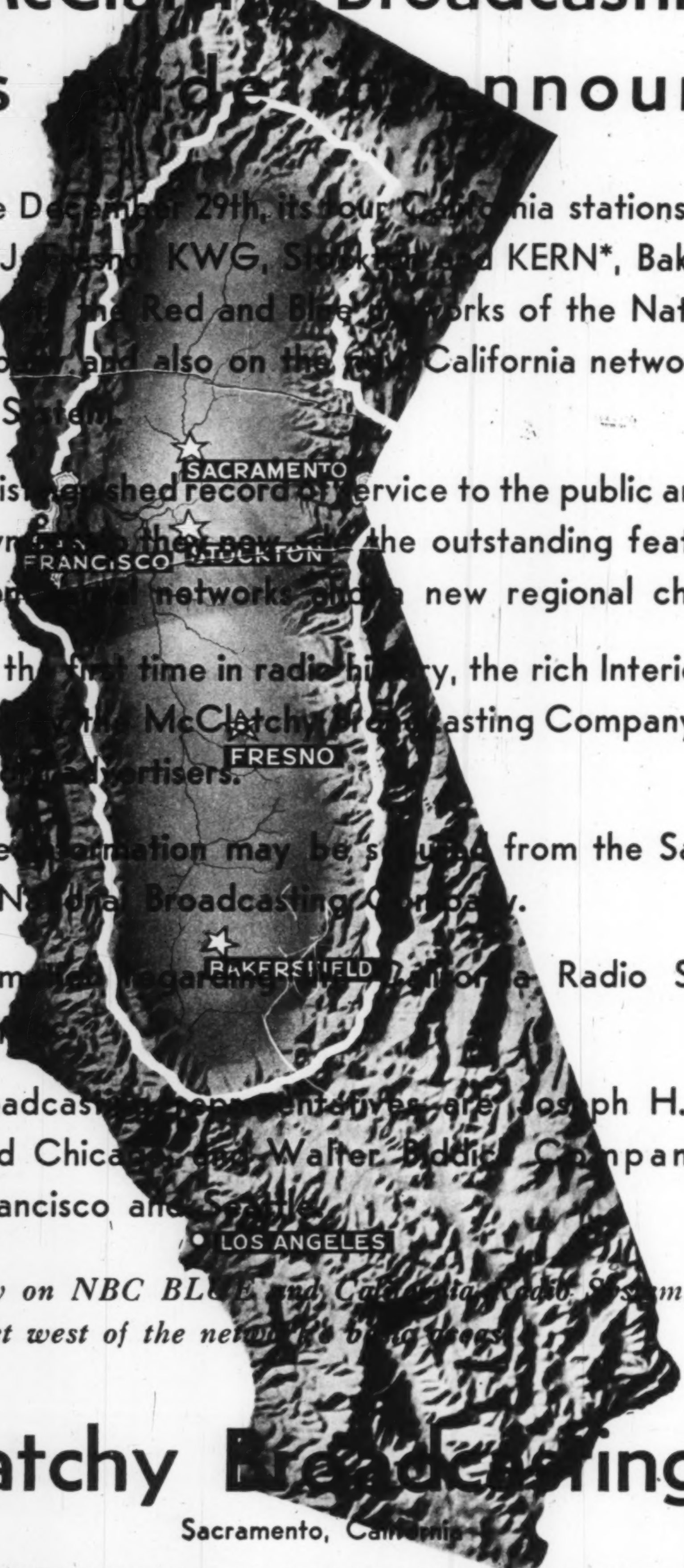
In an instant it spans a continent, knitting town and city and farm together. Into millions of homes, it brings the world's work and the world's play, the world's voice and thought and drama.

Today's Air is bright with magic Shakespeare never dreamed of, summoned at the will of the listener . . . and the touch of a dial.

COLUMBIA BROADCASTING SYSTEM

The McClatchy Broadcasting Co. takes pride in announcing

that effective December 29th, its four California stations, KFBK, Sacramento; KMJ, Fresno; KWG, Stockton and KERN*, Bakersfield, are available on both the Red and Blue networks of the National Broadcasting Company and also on the new California network, the California Radio System.



To their distinguished record of service to the public and outstanding local showmanship they now add the outstanding features of two great transcontinental networks and a new regional chain.

Thus, for the first time in radio history, the rich Interior California area,** served by the McClatchy Broadcasting Company is available to NBC network advertisers.

Complete information may be secured from the Sales Department of the National Broadcasting Company.

For information regarding the California Radio System, call Hearst Radio, Inc.

Spot broadcasting representatives are Joseph H. McGillvra, New York and Chicago, and Walter Biddick Company, Los Angeles, San Francisco and Seattle.

***** *Available only on NBC BLUE and California Radio System.*

****** *Third Market west of the network's basic areas.*

McClatchy Broadcasting Co.

Sacramento, California

AFFILIATED WITH: SACRAMENTO BEE, FRESNO BEE, MODESTO BEE

THIS YEAR MAKE SURE

Are Your Transcriptions Up To Standard?

STANDARD RADIO
INC.

6404 Hollywood Blvd., Hollywood, Calif.
180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • DALLAS • SEATTLE • TORONTO • LONDON

"Who, may I ask, are you?"

RICH man, poor man, beggar man, thief—1937 is going to be pretty much what each of us makes it.

For our part, we pledge ourselves to help make it the best year in history for our stations and our stations' customers.

How? By an even more intensive application of our increasing experience in *making radio pay* — by continued allegiance to the idea that hard, loyal, intelligent work for *you* is the surest guarantee of our own satisfaction and success.

High words and a high ideal. But we call you to witness our sincerity through all the year.

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 1 WASHINGTON, D. C., JANUARY 1, 1937 $3.00 A YEAR—15c A COPY

Broadcast Advertising in 1936 and 1937

By HERMAN S. HETTINGER, Ph.D.
Assistant Professor of Marketing, University of Pennsylvania

Estimated Volume of $114,400,000 Last Year May Rise To $125,000,000 or More During the Current Year

PROGNOSTICATION is a risky art, combining equal portions of luck and judgment with a seasoning of fact and experience. What will be the story of radio advertising during the coming year depends not only upon current trends and opportunities, but even more upon the manner in which the rank and file of the medium capitalizes upon them.

There also is ever present the possibility of some innovation which will set the new fashion for broadcasting to follow. These are the dynamic elements which insert a constant "if" into the picture and which necessitate leaving the seat of the scientist when one assumes the mantle of the prophet.

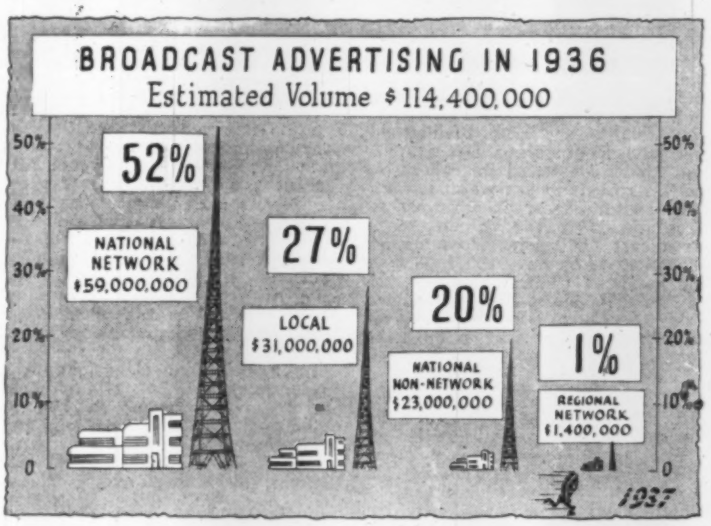
Onward and Upward

A CONTINUED growth of broadcast advertising volume may be expected during the coming year. Though complete information is yet to become available it seems that radio advertising in 1936 experienced a gain of no less than 19% over the previous year. Assuming growth in 1937 at even half that rate, a total volume in the neighborhood of $125,000,000 may be expected. Volume here is stated on the basis of the one-time rate conventionally employed by media for this purpose.

The preceding prediction is made on the basis of an estimated total volume for 1936 of $114,400,000. This estimate is based upon data for the first ten months of the year, and also contains an upward readjustment of NAB local broadcast advertising volume, the necessity of which was revealed in the recent Bureau of Census report on the radio broadcasting industry. It should be noted that the readjustment is based upon incomplete data and represents merely a tentative estimate. However, it is the best possible at the present time and at least presents a better picture of total broadcast advertising and of the relative importance of various portions of the medium than otherwise could be secured.

Estimated broadcast advertising volume for 1935 and 1936 (gross time sales) on the basis of readjusted local volume is as follows:

	1935	1936
Nat. Networks	$50,067,686	$59,000,000
Reg. Networks	1,110,739	1,400,000
Nat. Non-network	17,000,000	23,000,000
Local	27,500,000*	31,000,000
Total	$95,678,425	$114,400,000



Of even greater interest are the probable developments with regard to various portions of the medium. National network advertising will continue to gain, though the rate at which it will do so depends upon a number of highly speculative factors.

National network volume was the first to recover from the setback which radio advertising received in 1932 and 1933 as a result of the depression. Network advertising experienced a gain of 35.3% in 1934 over 1933, and of 17.4% in 1935 over the preceding year. The increase for the year just closed will probably be between 15% and 18%. It should be noted that a portion of this evenly maintained rate in the past two years has been the result of the entrance of the Mutual Broadcasting System into the national network field. Had this not occurred, the tendency toward a slower rate of increase would have been more pronounced.

Crowded Schedules

CONGESTION of the older national network schedules during the evening hours also tends toward a slower rate of network volume in the future. In November, 1936 time sold on CBS and NBC Red and Blue networks after 6 p. m. represented the following percentages of total quarter-hour periods available during the week: 6-7 p. m., 33%; 7-8, 64.3%; 8-9, 80.4%; 9-10, 82.0%; 10-11, 54.7%.

On the other hand, a number of equally important forces tend toward a continued growth of network advertising volume. There has been a decided trend toward increased use of daytime hours, movement which can be expected to continue throughout the entire medium during the coming year. This tendency has been partly the result of evening congestion and partly the outgrowth of increased appreciation of the value of morning hours, and more recently of afternoon periods. In the case of NBC daytime volume during the first 10 months of 1936 increased nearly eight times more rapidly than did evening volume. The CBS daytime increase has also been pronounced.

Another tendency which is conducive toward increased network advertising volume is the trend toward the use of large numbers of stations by advertisers. CBS and NBC both have experienced this upsurge, the average station hookup in the case of CBS having increased from 34 to 47 stations during the past year. Continued prosperity and resumed buying in all markets should cause the continuation of this trend in 1937.

Probably the most important force motivating toward a sustained rate of growth of network advertising volume is the decided veering toward year-around broadcasting particularly in evidence in 1936. This trend pertains to the entire broadcasting medium. The seasonal decline was consistently less in the period June to August during 1936 than in any previous year.

An important factor toward increased summer volume on networks is the desire of advertisers to continue their control of choice hours. The demand for broadcasting time and the inexpansibility of the broadcasting day is bringing a decided "preferred position" aspect into network broadcasting. It has been at least one of the factors which caused a number of companies to continue broadcasting during the summer of 1936 through supplanting their usual winter shows with lighter and less pretentious entertainment.

Types of Sponsorship

INTERESTING and important trends may be expected in network sponsorship. It seems certain that 1937 will be characterized by a much more diversified sponsorship of network advertising than at any time in radio history. This already has manifested itself in the fact that the miscellaneous group in the classification (this service uses 45 classifications in all) amounted in the first ten months of 1936 to $1,960,429 as compared to $99,728 for the corresponding months of the preceding year. Other principal groups to show gains included jewelry, office supplies and structural fixtures, all of which more than doubled 1935 volume.

Indications are that the established network advertisers such as the food and automotive industries, will increase their network radio expenditures at a declining rate. Food beverages, whose volume declined in 1935 as compared to the preceding year and which seem to be completing 1936 with a 50% gain in volume; tobacco, which revived its heavy network expenditures during the past year; and soaps and kitchen supplies, one of the leading gainers in volume in both 1935 and 1936, are to be watched during the coming year with particular interest.

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* The method used in readjusting the local figure was as follows. The Census report gave a total 1935 local volume as $26,074,000. This was on a net sales basis, i.e., after any discounts granted for length of series or number of broadcasts had been deducted, but before agency commissions had been subtracted. Query among the trade revealed that the assumption of a 10% differential between gross and net sales in the local field was probably a sound one, as far as programs were concerned. Further allowance was then made for the large amount of local volume represented by announcements concerning which judgment as to the average differential was less clear-cut. In order to err on the side of conservatism, therefore, it was decided to assume no more than a 5% differential. The national non-network figure was left unchanged, since careful checking showed it to reveal a reasonable relationship to the Census net sales figure for the same class of business. Estimates are based upon NAB monthly reports.

Interesting developments also may be expected in network structure during the coming year. There may be some slight continuation of the trend toward increasing the number of stations affiliated with networks to secure better market coverage. More important will be the continuation of the battle for the control of stations in key markets, especially by means of network lease or purchase.

Regional network volume should continue to increase rapidly during the current year. Regional advertising in 1936 will probably show a rise of between 35% and 40% above the previous year's level when complete data is available. A number of factors will assist in the further development of regional network volume.

There had been a marked increase in the number of regional networks available to advertisers during the past year, and some further increase may be expected during 1937. There also seems to be the beginning of a tendency toward the rationalization of regional network structure, in that stations are being grouped more intelligently in relation to market areas. This is most necessary if regional network advertising is to prosper to its full potentialities.

Improvement in regional network facilities also has occurred during the past year and may be expected to continue at even greater rate during 1937. There is a definite tendency to set up permanent wire connections on the part of regional networks and to expand facilities in other ways.

Value of Regionals

ADVERTISERS are beginning to become aware of the value of regional networks as a means of reaching particular market areas with programs of special appeal. Sponsorship of football games in various such areas especially has indicated the possibilities in this respect. The most interesting angle of this situation seems to be the increasing tendency to view regional networks not as a testing ground or supplement to other effort, but as a medium in their own right. This tendency to view radio, not as a single medium, but as a number of specialized media dealing in sound—national networks, regional networks, various classes of stations—is one of the healthiest and most important trends taking place among advertisers today.

National advertisers probably will continue to be the most important regional network users during the coming year, except where the area covered by the network trends to be particularly far removed from the principal market areas and to represent a highly self-contained unit so that regional distributors loom particularly important. The regional advertiser market is a more difficult one to

(*Continued on page 66*)

Creation of Economic Sections In the FCC Again Indicated

Dr. Hettinger Retained by Federal Body to Make Report on Evidence Taken at October Hearings

FURTHER indication that deep thought is being given to creation of an "Economic Section" by the FCC to consider market and social factors in broadcast allocations was given with the disclosure Dec. 28 that the FCC Engineering Department has retained Dr. Herman S. Hettinger, assistant professor of marketing of the University of Pennsylvania, for a 30-day temporary period to summarize evidence adduced at the October "allocation hearings".

Approval of Dr. Hettinger's retention, it was learned, was given at the last full FCC meeting on Dec. 16. He will report direct to Chief Engineer T. A. M. Craven on economic aspects of broadcast allocations, with particular reference to the voluminous testimony along that line presented during the informal engineering conference on allocations which ran from Oct. 5 to 21.

Meanwhile, it was understood that the Engineering Department had about completed its report on the hearings and is now smoothing over rough edges, preparatory to presentation to the three-member Broadcast Division. Presumably, the effort is to have the report in the hands of Chairman Sykes and of Commissioners Prall and Case prior to Jan. 5, when the division reconvenes after its holiday recess.

Market Factors

DR. HETTINGER, recognized as one of the foremost authorities on broadcasting economics, is now engaged in the preparation of his report. It will be submitted to Chief Engineer Craven, who in turn is expected to submit the findings to the Broadcast Division. In the Engineering Department's basic report, to be signed jointly by Chief Engineer Craven and Andrew D. Ring, assistant chief engineer in charge of broadcasting, it is anticipated that economic factors in allocations will be taken into account in a general way. For some time it has been known that cursory consideration was being given to a plan for an "Economics Section", within the Engineering Department, on broadcast matters so that market factors could be taken into account along with engineering and legal factors in allocations of facilities.

With Dr. Hettinger's retention, the deduction was that this factor is becoming more important. His tenure, it is understood, requires that his report be submitted by the middle of January at the latest. Compensation for the assignment is in the neighborhood of $18 per diem, being based upon an expert's civil service status of $6,500 annually. Presumably, upon the data submitted, and the analysis of statistics presented during the allocation hearings, the division will be in a better position to gauge the advisability of setting up the projected economics section.

What the Engineering Department will report on the basis of the hearings is of course, conjectural. The sentiment about the Broadcast Division, as sounded out by BROADCASTING following the hearings, appears to have centered upon reduction in the number of clear channels from the original 40 to about 25. However, not less than 10 of the original 40 already have been "broken down", and the fact that part-time operation prevails on three of the remaining five tends to indicate that there will be duplication on at least that number.

Superpower of 500,000 watts on clear channels appears to present the greatest problem. Much technical testimony was adduced during the hearings in support of higher power all down the line, and the weight of opposition against superpower was on economic and social grounds. Consequently, that issue probably will rest with the Division as one of policy rather than strictly of engineering. More power for channel-sharing stations, measured in proportion to the coverage job expected of them, also appears a logical development, with the evident policy that of considering all situations on their respective merits. Recommendations made during the hearings that there be more than three classifications of stations—such as clear, regional and local—also appear to be looked upon with favor and there is a strong possibility that perhaps a half-dozen classifications, or even more, will result.

In addition to clear channels, there is thought of a duplicated clear channel group; of several classes of regional channels and local channels, with greater powers; of eliminating the present "special broadcast" group in the 1500-1600 kc. range altogether, and substituting for them a regular 10 kc. instead of 30 kc. separation, with stations of possibly 1,000 or 5,000 watts at night or both.

Extra holidays proclaimed for government employes over Christmas and New Years tended to slow up preparation of the Engineering Department's report. Originally the hope was to have it presented by Christmas. Now, however, the over-holiday recess probably will necessitate delaying that until prior to Jan. 5 reconvening of the agency. It is still hoped, however, to promulgate the proposed new rules prior to spring [BROADCASTING Dec. 1 and 15].

Barnsdall Back on Air

BARNSDALL REFINING Corp., Tulsa (petroleum products) returned to the air Dec. 19 on 8 CBS stations in the Midwest (KRNT, WOWO, WISN, WCCO, KOMA, KMOX, KTUL, WBBM, KFAB, KMBC), Saturdays, 10:30-11 p. m., with a program *Courteous Colonels* and an orchestra under the direction of George C. Baum, conductor of the Tulsa Symphony, as well as a chorus of 60 male voices. The broadcast, originating from Convention Hall, Tulsa, through KTUL, is signed for 13 weeks with CBS reserving the privilege of a 14-day cancellation clause. Cooperative Adv. Inc., Tulsa, placed the account.

Avalon Cigarette Tests On Two-Station Hookup Present News of Labor

BROWN & WILLIAMSON TOBACCO Co., Louisville, is testing a labor news program on a hookup of WOL, Washington, and WEVD, New York, to promote Avalon cigarettes, a nationally distributed brand. The program is in addition to the *Jack Pearl* series on NBC-Blue, Mondays, 9:30-10 p. m., for the sponsor's Kools and Raleighs.

The radio promotion for Avalons was launched at the recent American Federation of Labor convention when four quarter-hours were bought on a hookup of WDAE, Tampa, WIL, Philadelphia, WOL and WEVD, with Chester Wright, head of Chester Wright & Associates, Washington industrial research bureau, as commentator.

In the two-station 13-week test series, broadcast Fridays, 10:30-45 p. m., Mr. Wright also is commentator, usually supplementing the program with short interviews. Emphasis is placed in commercials on the fact that Avalons are 100% union made. This angle is featured because leading cigarette makers are said not to use the union label.

Brown & Williamson is using spotlights in New York labor publications to promote the series and plans to adopt the same plan in Washington. The sponsor started Dec. 14 to insert the union label angle into the *Jack Pearl* commercials. The WOL-WEVD series is placed direct but if the test blossoms into a full-fledged network series, it is understood that Batten, Barton, Durstine & Osborn Inc., New York, the B & W agency, will place the time.

Morris Novik, program director of WEVD, collaborated with Mr. Wright in planning the labor series and also handled audience promotion.

Milk Dealers Using Radio For Good-Will Campaign

TO AROUSE public appreciation of service and facilities of milk producers in the Washington, D. C., area, Maryland and Virginia Milk Producers Assn. on Dec. 14 started an intensive promotion campaign by radio, supported by other media. *Apple Creek News*, a 15-minute thrice-weekly series started Dec. 14 on WJSV, Washington, for 13 weeks.

Another program, titled *Spelling Bee*, with numerous schools and organizations participating, was to follow and a third series, to be placed on WRC, is scheduled to begin early in January. A newspaper schedule, with semi-comic appeal, started late in December. Commercial copy is designed to promote good-will for milk producers in the face of a rise in milk price. Henry J. Kaufman, Washington agency, is directing the campaign.

New Insurance Series

NORTH AMERICAN Accident Insurance Co., Newark, on Jan. 10 will start Gabriel Heatter, news commentator, in a new series of programs on Jan. 10, on WOR, Sundays, 9:45-10 p. m. Franklin Bruck Adv. Corp., New York, is the agency.

The Care and Feeding of Sponsors—

NURSING THE ROARER AND WEEPER

THE dream of all serfs to the modern industrial system is the day when opportunity knocks and offers the chance to explode a few gripes that have rankled in a sensitive soul for many years. Radio salesmen, some say, occasionally encounter situations that challenge the elasticity of their sweet dispositions. Don Shaw led the harassed life of the salesman—he was Eastern Sales Manager of NBC for five years—before he heard the call to service and accepted a summons from another parish. Now he can talk—and does—about sponsors and such.

DON SHAW

By DON SHAW

Assistant to the President
McCann-Erickson Inc.

MANY learned articles have been written by advertising's elect concerning the selling technique of the poor space peddler. Essays on the futility of most sales presentations have appeared as spots before the reader's eyes in practically all business publications. These scornful blasts or tolerant sermons, however, have always concerned themselves with newspaper, magazine, or trade paper reps — but now our more prolific critics are catching up with the boys who peddle time on the air and the broadcast salesman is about to be told that he is of practically no use to the advertising gentry.

Time, then, to follow the old system of attacking the attacker. Let's take a round or two out of the critics before they have a chance to wax too rhetorical.

For quite a few years it was my privilege to sell and help sell the master minds of the advertising field time on the air. As far as I can recollect, the initial selling consisted chiefly in persuading the advertiser that the only time spot you had left open was just what he should have anyway. There were a few other problems such as station availability, studios, tickets, rehearsal times, special line charges, announcers, clearance of musical numbers, legal clearances, continuity and commercial approvals, and so on—but all these paled into insignificance in the face of the real sales job—the effort to keep the customer on the track and away from the jitters.

Learning to Take It

PLEASE note that there are no quotation marks around that word jitters. The word—and the disease—are so common in broadcasting that it needs no quotes.

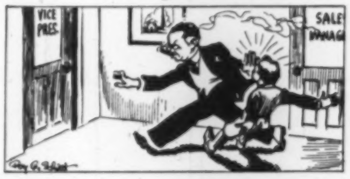
Have you ever noticed how quickly the boys in the radio business get gray around the temples? It comes from trying to figure out why it is that otherwise sane, dignified and regular gentlemen suddenly develop serious mental and temperamental disturbances the minute they get within a city block of radio. Many an iron-clad will of a deceased advertising man could be successfully contested had the contestant a sound-track film of this same deceased as he appeared in the business offices or studios of a broadcasting company.

Everyone who has been connected with the broadcasting business has encountered this Jekyl and Hyde act, yet has been forced to act the part of the good salesman and take it. For the sake of the buyer as well as the seller, it seems only fair that a story be written from the side of the gray-haired boys. Permit me, then, to delineate the buying groups as they make their way into the offices of the harried radio man.

The buying and negotiating techniques about to be covered are not exaggerated. Should anyone read this article and take exception to it, it will only go to prove the soundness of the Cinderella and the slipper theory. With this brief warning, *caveat emptor*, and pick your own class.

* * *

THE I WANNA VICE-PRESIDENT—Nothing is so completely maddening to a salesman trying to do a sincere job for a client or agency as the officious official who stands on his title and insists on seeing no one less than a vice-president—no matter how trivial the matter under discussion may be. If the "I wanna" type only knew it, he gets nowhere by these demands and accomplishes nothing save further delays while the vice-president who has been cornered tries to get the complete story—getting it, just incidentally, from the salesman who has been passed by.



Many, many times I have witnessed the strange and fearful sight of the radio buyer working himself up into a case of near apoplexy because he could not get a vice-president on the phone while the salesman stood patiently by with the answer to the question. This sort of "it's beneath my dignity to deal with a mere salesman" attitude fools no one—except him of the tender dignity, and accounts for a fearful waste of time. Radio actually has sales policies these days, and vice-presidents actually back up the salesman's word. Those worthies who still insist on wearing a top hat are just being very dull boys.

* * *

THE WEEPER — Inasmuch as most radio programs have their theme songs, why not consider the rich possibilities of assigning theme songs to the radio buyer? For our next type, the Weeper? Oh, "Hearts and Flowers" or "Lead Kindly Light". To paraphrase Father Divine, this well known genius of the radio buying field uses the philosophy of: Weep! It's wonderful!

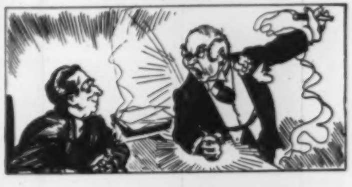
Entering your office with a facial expression that would make Shakespeare's Doleful Dane positively Falstaffian in comparison, the Weeper seats himself near your desk, gazes moodily out the window (if any) and sighs. Knowing full well that what he seeks is against every rule that has ever been applied to radio, he still counts on stirring your sympathy to the rule-breaking point in order that he may not lose the account. The account that keeps the wolf from his very door. The account that he has carefully nurtured through the years and brought to advertising puberty. And now — now, stark disaster stares him in the face unless you allow him to fulfill the promises that he was forced to make the advertiser—promises, be it said, that can be kept only by wrecking the whole structure of broadcasting.

"It is the exception that proves the rule, Mr. Zilch," he intones in a tear-choked yet manly voice. "The great broadcasting interests can surely afford to be tolerant of the unique problems that confront me." For a moment, your sympathies *are* stirred—but only till you consider the Pandora's Box of Radio's evil spirits that such leniency would open—and you then sit back and beat the Weeper at his own game. You match his every mood. Moans, groans, and dire despair come to your aid, and the Weeper soon finds himself being ushered out in a manner that Frank Campbell or Steve Merritt might well envy.

* * *

THE ROARER—And can you hear him coming! Your secretary is usually thoroughly cowed, if not insulted, as she shows him in from the reception room. Working along the lines that a loud voice denotes power of mind as well as lung, this specie of radio buyer is really very simple to handle—you just yell louder than he does. Of course, there are a few minutes when the very walls tremble and the roof quivers, but the Battle of Vocal Cords doesn't last long, because the Roarer talks himself right out of his own question.

Another efficient way of handling the Roarer is to get him in an office with the door closed. This disconcerts him and defeats his primary purpose in that he cannot impress the general public with what a hell-cat he is by addressing the poor salesman in a voice that the late Joe Humphries might well envy. Without a visible audience, his screams seem flat to him and he is soon reduced to a grumble.



* * *

THE LOOP-HOLER—Here, gentlemen, is a tough proposition. This is the bird who goes to the movies only for the purpose of finding little flaws or slips in the production. This is the reader who misses the story in his search for misplaced commas and split infinitives. This is the man who wastes $300 worth of time finding one more trick to play on his income tax blank, with a resultant saving of 78 cents. This is he who slyly interprets your sales policies to fit the present need, and smiles smugly as you attempt to explain that policies must of necessity be written in plain language and not in the language of the Supreme Court.

Is there anything as irritating as the chap who deliberately misunderstands? The seller would be less than human if he did not mentally grit his teeth and vow a mighty vow that *this* guy wouldn't get what he was after no matter if it cost the business. Another great habit this fellow has, is crossquestioning you on what you did for Bill Jones last week, knowing full well that the situations are in no way parallel. An attempted explanation of this merely brings forth a crow of delight, followed rapidly by some such statement as: "Then you do admit that you have one policy for one time and another for the next!"

No more need be said about the

(Continued on page 65)

XUM

Transfer of WOAI Hangs in Balance

Examiner's Report to FCC Strongly Opposes Sale Deal

CONSUMMATION of the sale of WOAI, San Antonio, to CBS for $825,000 was still hanging in the balance as BROADCASTING went to press Dec. 29, with an unfavorable report from FCC Examiner P. W. Seward pending before the Broadcast Division. Unless the sale is approved by Dec. 31, the proposed purchase contract will be void and of no effect.

With the affiliations of three Texas stations and of the Texas Quality Group involved in the transaction, efforts were being made both by CBS and WOAI to expedite action. Now an NBC outlet, the 50,000 watter would become a CBS affiliate upon FCC approval and KTSA, San Antonio, Hearst-owned station, and KNOW, Austin, also owned by Hearst, were expected to join NBC in lieu of WOAI.

Approval by Dec. 31?

THE ORIGINAL sales contract provided for approval by Dec. 28 since G. A. C. Halff, principal owner, desired to make the transaction a part of his 1936 tax return. At the eleventh hour, the time was extended until Dec. 31 in the hope that FCC action could be procured by that time. The fact that Examiner Seward handed down an adverse report, on the ground that the sales price of $825,000 exceeded the value of the property, may tend to prevent Broadcast Division action within the specified time. There was no indication that Mr. Halff would extend the time into 1937.

At the hearing before Examiner Seward Dec. 9 and 10, counsel for CBS and WOAI contended that the sales price was equitable in view of the decision rendered by the FCC in the recent purchase of KNX by CBS for $1,300,000. By applying the same yardstick as to earnings and investment, it was contended, the WOAI price was not inordinately high.

Should FCC approval of the transaction be forthcoming within the specified time in the face of the Examiner's adverse report, then it is expected that the changes in station affiliations in Texas will immediately be made operative. NBC, however, it was learned, may endeavor to affiliate with KTSA, whatever the outcome of the sales transaction. Also, the Texas Quality Group, of which WOAI is the San Antonio outlet, probably will be changed to exclude that station. In lieu of it, it is expected, KTSA would be added and KNOW service included as an optional outlet.

Under the purchase arrangement, CBS proposed to take over Southland Industries Inc., the Halff holding company, for approximately $1,400,000. Afterward it would sell back to Mr. Halff all except the WOAI property which would be procured for a net of $825,000.

License "Trafficking"

EXAMINER Seward recommended denial on the ground that it would violate two sections of the existing law. He held it would "amount to the recognition of an assertion of ownership and sale of radio facilities" and also that it would violate the public interest clause.

In a 25-page report, the examiner delved deeply into precedents established in other cases and into radio law. "All of the acts of Congress and the decisions of the Court," he said, "negative the idea that a licensee of a radio broadcast station should ever be permitted to place a value on the license, frequency or channel or be permitted to traffick in radio facilities or to assert or exercise 'ownership' thereof." He said that it appeared certain that if Congress had intended to permit the "barter, sale, trafficking in radio broadcast licenses, frequency, or channels, it would have fixed a standard for the guidance of this Commission in arriving at a proper value."

"In considering whether Mr. Halff may sell his radio facilities in the manner disclosed by the record," said the report," it must be remembered that after enjoying the privileges of a government gratuity for 12 years, after reaping immense profits and establishing a fortune therefrom, he now requests the government to approve the sale of the gratuity in the enormous figure of about $800,000 above the book value, thereby proposing a further capitalization of the gratuity and charge on the future use of the frequency involved. Mr. Hanff testified that in addition to transferring to the Columbia Broadcasting System the properties used in connection with the operation of Radio Station WOAI, which are appraised at $141,053.34, he considered that he had sold 'something' that had a value of $684,000, the difference between the appraised value of the properties and the purchase price of the station."

General Mills Signing Baseball Clubs For Rights to Broadcast Games in 1937

GENERAL MILLS Inc., Minneapolis, will sponsor broadcasts of the majority of the major league baseball teams along with many minor league games, it is indicated in negotiations either completed or in progress. Possibly all of the major league out-of-town games, with the exception of the New York clubs, will be sponsored by General Mills through arrangements not only with the baseball clubs themselves but with stations in each city. *Wheaties*, breakfast cereal, will be the product advertised.

Henry A. Bellows, directing negotiations for General Mills as its special advertising counsel, informed BROADCASTING Dec. 23 that arrangements had been completed with "a good many major and minor league clubs," but that other negotiations were still in progress.

Definite arrangements already have been made by General Mills to sponsor broadcasts of all home games of both Chicago major league baseball teams on WBBM, despite the fact that each Chicago team is asking for $7,500 for its broadcast rights. The out-of-town games of the Washington American League club will be sponsored by the cereal company over WJSV, General Mills having purchased the exclusive rights for $20,000. The Washington games heretofore had been sponsored by Peoples Drug Stores, which had not been required to purchase the rights.

Ford Frick, president of the National League, informed BROADCASTING Dec. 28 that General Mills had not yet contacted him regarding 1937 plans but that he expects something will be done within the next month. Nor was any word forthcoming from either the International League or the American Association, the more important of the minor leagues. It is known, however, that General Mills representatives contacted club owners and executives during the major league baseball sessions in New York last month and made tentative arrangements with practically all of the major league clubs, with the exception of the two New York teams, which reserved decision.

In Chicago it was learned that contracts with both the Cubs and the White Sox had been signed by H. Leslie Atlass, WBBM president. The clubs also have signed contracts with General Mills. No other Chicago station had signed with the teams but it was indicated that contracts for broadcasting games of both teams might be made by WGN, WCFL and WIND. Under the sliding scale of prices set up by both Cubs and Sox, the WGN rate would be the same as that for WBBM, since both are 50,000-watt stations. WIND and WCFL fall into the second category because of their lower power and their rate is set at $3,000 for each team for the season.

The Cubs will put their radio income back into radio, according to Charles Drake, assistant to the president of the team. In previous years each station put on five courtesy announcements before each game, two in the evening and three in the morning. It is the intention of the Cubs to use their income to purchase such announcements during the coming year, according to Mr. Drake. Checking of the rate cards of the various stations, however, indicates that unless special rates are given, the cost of the five announcements daily would considerably exceed the amount the stations are to pay the clubs, so that in reality the stations are paying less this year than previously.

While the exact details of the Chicago contracts could not be ascertained, it is understood that the teams' proposed "censorship of announcers" clause, to which the stations objected, was changed to make any complaint on either side a matter of arbitration.

Kaufman Starts Service

A NEW service devoted to the development of live talent for commercial programs, to be known as Jesse L. Kaufman Inc., with offices at 4103 Empire State Bldg., has been inaugurated by Mr. Kaufman in association with R. L. (Fergie) Ferguson. Both are well-known figures in the radio industry, Mr. Kaufman having formerly been manager of WCAE, Pittsburgh, and WINS, New York, and Mr. Ferguson having formerly managed WLW, Cincinnati, and WINS, New York. Their business will be devoted to building up talent for radio acts, acting as managers, and they have already signed Chester Gruber (Tony Cabooch) and several hillbilly acts.

SALE of the United Press radio news service to Boake Carter was consummated late in December by UP, Mr. Carter to use the news as background for his Philco broadcasts on CBS.

5,000 YEARS OLD

New York Program Started in King Solomon's Day

FIVE THOUSAND years older than any other feature on the air today is the *Jewish Court of Arbitration* broadcast, heard each Sunday morning over WLTH, Brooklyn. Established in the days of King Solomon, and based on the Talmudic precepts, Jewish courts of arbitration have settled disputes between individuals through the centuries.

The WLTH broadcast, conducted entirely in Jewish, constitutes a one-hour hearing of the Jewish Court of Arbitration of New York, which has rendered 7,000 decisions since 1920. Before each case both parties sign an agreement to abide by the ruling of the court, consisting of a civil judge, a rabbi and a prominent business man of Jewish faith.

Names are never revealed, one individual being designated "Reuben", the other "Simeon". The court is incorporated under the laws of the State of New York, which extends the privilege of one of its buildings for the hearings, but on Sundays, from 10:30-11:30 a. m. the court comes to order in WLTH studios.

Sale of Broadcast Rights To College Sports Upheld

SALE of radio sponsorship rights to "at home" sports events by colleges and universities is entirely ethical, a special committee of the National Collegiate Athletic Association announced Dec. 28, after analyzing replies received from 122 schools to which a questionnaire had been submitted.

The committee's position was that there was no reason why colleges should not derive financial benefit from sale of radio rights, in view of the advertising element involved in commercially sponsored broadcasts. Head of the committee was Prof. C. M. Updegraff, chairman of the athletic board of University of Iowa.

Scott Towels on 37

SCOTT PAPER Co., Chester, Pa. (Scott towels), will launch a live spot radio campaign on 37 stations three times weekly beginning January 18. In addition to spots, the sponsor is also taking a part of the *Women's Magazine of the Air* on the NBC-Red Pacific group twice weekly. A majority of the spots will be on household participation programs, the rest being 5-minute programs.

Stations are WABI, WRC, WJAX, WQAM, WSB, WLS, WFBM, KRNT, WMT, WHAS, WSMB, WBAL, WBZ, WBZA, WJR, KSTP, KMBC, KMOX, KOIL, WGR, WGY, WBT, WKRC, WTAM, WBNS, WHIO, WSPD, WCAU, KDKA, WJAR, WMC, WSM, WFAA, KPRC, WRVA, WTMJ, WOWO. J. Walter Thompson Co., New York, is the agency.

Marjorie Mills' Hour

THE CBS New England segment on Jan. 5 will begin carrying the *Marjorie Mills'* Hour, a participating program with various sponsors, Tuesdays and Thursdays, 1:15-1:45 p. m., for 52 weeks through arrangements completed by Radio Sales with Broadcast Advertising Inc., Boston agency. Stations which will carry the feature are WEEI, WORC, WPRO, WDRC, WMAS, WLBZ.

Man's Mightiest Weapon--For Good or Evil

By HENDRIK WILLEM VAN LOON

An Appraisal of Modern Radio as an Industry and as An Instrument for the Dissemination of Knowledge

FOR AN erudite discussion of broadcasting and its social implications, no better authority could be asked than Hendrik Willem Van Loon, author, historian, educator, journalist and broadcaster. Mr. Van Loon, whose remarks at the recent National Conference on Educational Broadcasting created wide comment, is no puller of punches. He tells facts as he sees them. That is just what he did in telling the educators what he thinks about radio. The text of his unbiased and informative remarks, briefly summarized in *Broadcasting* Dec. 15, is presented herewith because of its interest as a detached observer's opinion of the broadcast medium.

HENDRIK VAN LOON

THE HUMAN race is not an automaton but a creature endowed with a will of its own and a will that makes him himself responsible for all his deeds. He can use his razor to remove his whiskers but he can also use it as a murderous weapon with which to cut his grandmother's throat. And here we are today with another new toy . . . a toy that is perhaps the most powerful weapon for good and for evil that was ever placed in mere human hands.

I admire it. I see the marvelous things it can achieve for human happiness. At the same time I have some very serious worries about the future. For this, as I see it, is the most powerful weapon for either good or evil that was ever placed in our fumbling hands.

Need I remind you that not so many months ago we were engaged in an election in which by far the greater majority of all the newspapers were against a certain candidate? May I remind you that that candidate, by means of the radio, was able to speak directly to his fellow citizens while they were sitting in their own homes? May I remind you that this candidate, by means of the radio, could step across all the intervening barriers of newspaper opposition as easily as a modern aeroplane flying across the rock of Gibralter?

Paper Barrage Futile

AND WHAT was the result? Armed with this new weapon, this candidate was able to overcome the paper barrage that had been laid around him and that was meant to keep him in his place until after the elections and to gain a victory such as our country has never witnessed during the century and a half of its independent existence.

Let us be quite clear about this: Today we have at our disposal a method of disseminating information and of influencing millions of people the like of which the world has never seen before. And it has come to us almost over night. It has come to us so quietly that I for one have not the slightest idea when or where I heard my first radio. One day it was not there. The next day it was.

It would be very easy for me now to turn this into a sales-talk about progress. But having preached the Gospel of Doubt, it now behooves me to act the part of the Devil's advocate and look a little more closely into the claims of those who now expect a general enlightenment from the radio, even as the people of the 16th century expected a similar result from the discovery of the printing-press.

A radio station is an expensive investment. Here in America where we believe in private initiative, the expenses have to be carried by private companies. Personally I am entirely in favor of that arrangement and I shall not indulge in any praise of the continental system. I grant you that many of our best musical and dramatic entertainment is less satisfactory than some of its European equivalent, because no intelligent listener really wants to have his Beethoven symphonies mixed with gasoline or to see his Bach fugue used as an inducement to switch from one sort of lip-stick to another.

Such things are utterly uncivilized, they annoy and irritate and they will continue to annoy and irritate until a sufficient number of people of taste shall have made it quite clear to the sponsors that that is the best way to lose their more valuable class of customers. However, when we consider the enormous advances that have been made within that field during the last five years, we need not worry about it nor make it an excuse for letting the state run our radio programs.

For fear that this statement may be interpreted as the usual complaint of the artist about the mere business man, I hasten to add that I by no means share that view. On the contrary, considering the difficulties they have to overcome in serving a mass public, I would like to go on record that our business sponsors have done very well, and quite often more than that. If they have occasionally been guilty of bad taste, so also have our artists.

Johnny and Charley

A DISTINGUISHED conductor who for the sake of publicity is willing to mix his Bach chorales with the latest swing music and to talk gaily and disparagingly about "Johnny Bach" and "Charley Debussy" surely outdistances all our poor old sponsors by a million miles when it comes to pure and unadulterated bad taste. I know that a little bit of bad taste, like bad grammar, makes all the world kin. But so does bad whiskey. I see no reason however why we should drink it, and so to return to what I said a moment ago, we should, in whatever we do, work and work hard to continue our own American system of independent broadcasting.

We may need the government in the air, just as we need traffic cops to keep things moving along in order and decency. For the rest I do not see that such government bodies can exercise a very great influence. The movies have tried it to keep their flickering little comedies and tragedies on a high moral plane. They have achieved this ideal so well that their product just simply oozes morals.

It also drips with a cheap and shoddy sentimentality that may prove even more disastrous than bad morals. However, the quarrel between those who think that good manners are also good morals and those who believe that good morals are something you read about in a book can be traced down to the days of Socrates. No solution has as yet been offered and I shall certainly not try to do so, for I must come down to my real topic.

We are part of a great Democratic experiment, the greatest that has ever been tried out in history. We live in a Democracy based definitely upon the rule of the average man. That is what has always set us aside from other forms of government, even so-

(*Continued on page 68*)

Radio's Growing Importance in Politics And Freedom From Domination Praised

RADIO's enhanced importance in political education, its freedom from political domination, its honest effort to better itself and its ability to solve its problems were set forth in pointed fashion during the recent National Conference on Educational Broadcasting by Prof. Arthur N. Holcombe, of Harvard University, speaking on "Radio Broadcasting as a New Force in American Politics."

"The use of radio," said Dr. Holcombe, "has virtually transformed the American people for campaign purposes into one vast audience. If the opponents of Roosevelt's reelection gained any advantage through their use of more than twice as much time as he used over the nationwide networks, it must have been by reaching the same voters more frequently rather than by reaching a greater number of voters."

Prof. Holcombe, in his address, praised the "wisdom" of American broadcaster operators and entirely approved the American as against the European system of radio. Nevertheless, he foresaw certain danger spots, and he suggested that a solution for safeguarding the freedom of the air might be found in a voluntary code of fair practices in which the industry, the public and the government might participate and in which reviews of controversial subjects arising out of political uses of the radio might be obtained.

"In the light of the election returns," said Prof. Holcombe, "no definite conclusion can be reached concerning the effect of appealing to the voters as often as they were appealed to during the recent campaign. Roosevelt's principal opponents probably did violate the law of diminishing returns by the frequency of their appeals for votes over the air. Shorter campaigns would afford the candidates for the important offices ample opportunity to present their cases to the voters. The radio is too valuable a utility and the patience of the public is too limited to permit candidates for minor offices to clutter up the air with their generally trivial chatter. If the radio is to reach its maximum usefulness in American politics, among the necessary improvements must be included an extension of the merit system as well as a shortening of the campaign period.

Reasoning by Radio

"THE RADIO is a more effective medium for reaching the voters than the press or the old-fashioned type of public meeting. Since voters of all degrees of sympathy with and antipathy to the candi-

(*Continued on page 56*)

XUM

Turn of Year Brings Changes In Pacific Network Alignments

NBC to Divide Coast Offices; Mutual on Nationwide Basis; CBS Transfers; New Construction Plans

DECEMBER was "realignment month" for Pacific Coast broadcasting, as some 18 stations made new network affiliations, while new plans for expansion of network program activities in Hollywood were made public and a new drive for business got under way.

Supplementing the previously arranged switch of KNX in Los Angeles to CBS, and the transcontinental expansion of Mutual Broadcasting System to link up with Don Lee, NBC has announced that it will divide coastal headquarters, now at San Francisco, with Los Angeles, and double existing studios and personnel in the Hollywood talent mart.

All this activity was indicative of origination of a far greater number of programs from Hollywood, with likely tieins with the motion picture studios. The CBS Pacific Coast division, headed by Vice President Donald K. Thornburgh, actually began functioning with the switch in affiliations from Don Lee to KNX and to KSFO, in San Francisco. Both CBS and Mutual presented gala programs commemorating the new tieups.

Regional Groups

IN ADDITION to the major network expansions, the newly-formed California Broadcasting System, comprising Hearst and McClatchy stations, began functioning, as did the expanded Don Lee network of 10 stations, all tieing into the transcontinental Mutual system. The four California McClatchy stations on Dec. 29 also joined the NBC network, this move having caused several revisions and shifts in network programs.

Information on Pacific Coast activities of CBS and Mutual was given out in minute form. Though the mail has been filled with releases announcing new stations added to the networks, and about new officials, their respective setups have not been even sketchily described. Which programs will be cut out and which retained was not revealed.

CBS will originate a number of sustainers and some commercials from San Francisco for both coastwide and transcontinental release, supplementing those to emanate from the Hollywood studios of KNX, Vice President Thornburgh assured radio editors in San Francisco. He also stated that sales, traffic and press departments for the Pacific Coast will be located in San Francisco. Until the FCC gives CBS permission to take over operations of KSFO, the network will use the station as an affiliate. In the meantime KSFO and CBS will maintain separate organizations in the Russ Bldg., that city.

In the meantime, stiff competition for new business is under way between CBS, NBC, Mutual - Don Lee and the California Radio System, the new California regional network which includes Hearst's KYA and KEHE and McClatchy's KFBK, KWG, KMJ and KERN. The latter four on Dec. 29 also became affiliated with NBC, which has first claim to those outlets for commercials on a 28 days' notice.

The CBS Pacific network, besides KNX and KSFO, includes KOIN, Portland; KVI, Tacoma; KFPY, Spokane; KOL, Seattle; KSL, Salt Lake City; KOH, Reno; KLZ, Denver; KVOR Colorado Springs; KFBB, Great Falls, and KGVO, Missoula. The 10 Don Lee stations in California which have affiliated with the Mutual Broadcasting System, as announced by Thomas S. Lee, Don Lee president, are KFRC, San Francisco: KHJ, Los Angeles; KDON, Del Monte; KGDM, Stockton; KPMC, Bakersfield; KFXM, San Bernardino; KDB, Santa Barbara; KGB, San Diego; KXO, El Centro, and KVOE, Santa Ana.

Shifts in Programs

ADDING the four McClatchy stations to NBC has caused several revisions and shifts in network programs. Nine sponsored transcontinentals, starting with Jan. 2, will include those stations in their western outlets. Other commercials will be added to the list. The *Magic Key of RCA* (Radio Corp. of America); *Walter Winchell* (Andrew Jergens Co.); *Rippling Rythm Revue* (John H. Woodbury Inc.); *Bimbi*, with Helen Hayes (General Foods Corp.), and *National Barn Dance* (Miles Laboratories Inc.), all NBC-Blue network programs, will include the four outlets. The new Shell program (Shell Union Oil Corp.); *Irvin S. Cobb and His Paducah Plantation* (Olds Motor Works), and *Follow the Moon* (Jergens - Woodbury Corp.), will add KFBK, KMJ and KWG to their Red network stations. KERN is available to the Blue only:

Pacific Coast commercial programs adding one or more of the McClatchy group include *Dr. Kate* (Best Foods Inc.); *Passing Parade* (Duart Sales Co. Ltd.); *House of Melody* (Bank of America); *Death Valley Days* (Pacific Coast Borax Co.), and *Carefree Carnival* (Signal Oil Co.). Besides these changes, NBC clients who have been using the eastern Red network and the Pacific-Blue network, or vice versa, were to shift their programs to one network transcontinentally, effective Jan. 1.

This is in accordance with an NBC ruling as announced a year ago when the network extended its Blue network to the Pacific Coast on a permanent basis. Programs

(*Continued on page 63*)

CBS IN WEST—The network's Pacific Coast executives gathered at the Palace Hotel in San Francisco on Dec. 16 for a meeting with members of the Northern California press. After the reception, executives gathered around Donald W. Thornburgh, CBS vice president in charge of Pacific Coast operations, in executive huddle before he left for Hollywood. Pictured at the table, left to right, are John M. Dolph, Pacific Coast sales manager; Henry M. Jackson, San Francisco sales manager; Hugh Cowham, system traffic manager, New York; Donald W. Thornburgh; James C. Morgan, KSFO, San Francisco, production manager; Dave Carter, KNX-CBS publicity director. Standing, left to right, Fox Case, Pacific Coast director of public relations; Charles Vanda, Pacific Coast program director, and Oscar Reichenbach, Pacific Coast research and sales promotion manager.

Roberts to Purity

Mr. Roberts

HARLOW ROBERTS, former advertising manager of the Pepsodent Co., has been appointed director of advertising of Purity Bakeries Corp., Chicago (Taystee bread, Grennan cakes, etc.). Since his resignation from Pepsodent last spring Roberts has been traveling in Europe on his first real vacation in years, and only recently returned to Chicago. Radio will play a large part in Purity's future advertising, he said, and a spot campaign for Taystee Bread, using a transcribed dramatic serial, *Hope Alden's Romance*, will begin Jan. 4. In his new position Roberts will again be closely associated with Henry Selinger, who was radio chief of Lord & Thomas during part of Roberts' regime at Pepsodent, and who is now account executive servicing Purity Bakeries for their agency, Blackett-Sample-Hummert Inc., Chicago.

Lew Weiss Named Don Lee Manager

Leaves WJR to Return to His Former West Coast Post

APPOINTMENT OF Lewis Allen Weiss, assistant general manager of WJR, Detroit, as general manager of Don Lee Broadcasting System, a newly created post, was announced Dec. 17 by Thomas S. Lee, Don Lee president. Mr. Weiss, who formerly held the same position four years ago, will take over his new duties Jan. 1. He had been connected with Mayers Co., Coast agency and prior to that had been on the business staff of the *Los Angeles Examiner*. He has had nearly a decade of experience in Southern California advertising.

As general manager of the Don Lee chain, Mr. Weiss will have direct supervision over the four Don Lee-owned stations. Don Lee on Dec. 29 became the Pacific Coast outlet of Mutual Broadcasting System. Don Lee-owned stations are KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. Affiliated stations are KGDM, Stockton, KDON, Monterey; KPMC, Bakersfield; KFXM, San Bernardino; KVOE, Santa Ana, and KXO, El Centro.

Plans for the Future

"THE APPOINTMENT of Mr. Weiss to head the radio properties and interests of the Don Lee organization," according to Mr. Lee, "represents a part of a comprehensive program of radio development to establish the highest standards of service to Western listeners, and to give their advertisers the cooperation of a seasoned advertising executive of nationally known standing."

Coincident with the announcement by Mr. Lee, Mr. Weiss expressed his "delight" over his new post.

"Naturally," he said, "I am delighted over the prospect of rejoining my former associations with Don Lee because of their long identity with the finest programs produced in the West. These stations are an integral part of California, having been owned entirely by the late Don Lee and now by his son Thomas S. Lee, who is carrying on the splendid course established by his father.

Mr. Weiss also pointed to the growing trend toward origination of transcontinental broadcasts from Southern California. Asserting that this lends "special attraction to my work there", he added that under the arrangements with Mutual a number of programs to originate in Los Angeles will be sent over the transcontinental network with several others to follow shortly.

Coincident with Mr. Weiss' appointment two executive resignations were announced. Owens Dresden, manager of KHJ and vice president of Don Lee in charge of sales, resigned effective Jan. 1. He did not make known his plans and, it is understood, declined to accept assignment to the management of KFRC, San Francisco.

Tom Breneman, for the last seven months manager of KFRC, resigned to join the production staff of CBS in San Francisco. Well known as a radio artist, as well as an executive, Mr. Breneman will handle the *Western Home Hour*, of which he will be master of ceremonies.

• • • • In 1937

here's the way to get business in Iowa

Through nearly fifteen years of service as the outstanding radio station in Iowa, WHO has earned a definite place in the lives of Iowans and their midwestern neighbors.

To consumers in the extensive market covered by its 50,000-watt transmitter, WHO does far more than deliver a strong signal. In more than a million radio-equipped homes in its listening area, WHO is recognized as the reliable source of "good radio programs" day in and day out. Such is the natural result of developing a strong schedule of broadcasts built primarily for WHO's service area—a schedule supplemented by the ace shows of the Red Network.

Sales-experience proves that the advertiser with a good program on WHO at any hour, day or evening, is doing an effective advertising job in the Iowa market. Not alone in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

To get more Iowa business in 1937—and to get it at a profit—WHO is the logical means for you to use.

WHO

Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER
PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

Federal Court Bases Trade Mark Ruling On Similarity of Names if Heard on Air

RADIO advertising has become so important a factor in the advertising of trade-marked products that the "sound" as well as the insignia of trademarks must be taken into account in the issuance of registrations, the U. S. Court of Customs and Patent Appeals in Washington ruled Dec. 21 in a decision laying down a new principle in patent law.

Reversing the Commissioner of Patents in the case of Marion Lambert Inc. vs. Edward J. O'Connor, the court ruled that the latter could not be given a registration of the mark "VOO" for a depilatory, because it resembled too closely the mark "DEW", a deodorant, held by the Lambert corporation.

"Similarity in the sound of the names under which goods are sold is becoming a more important consideration in the decision of cases of this kind as the effective advertisement of goods becomes increasingly dependent upon radio facilities," said the opinion. Judge Finis J. Garrett was the only member of the five-judge court to dissent. The decision was handed down by Judge Oscar E. Bland.

Priority of Usage

THE COURT brought out that O'Connor filed his application for registration of the mark "VOO", alleging use of the mark since 1933. Lambert, however, opposed the registration on the ground that he was the prior owner and user of the trademark "DEW", which it used in connection with its business in selling deodorants and nonperspirants and that by reason of the similarity of the marks and the character of the goods of the respective parties, damage would result to his organization if the mark of O'Connor were registered.

The Examiner of Interferences found that Lambert's prior use of the mark had been admitted and that while there was some degree of similarity in sound between the marks, he concluded that since not one of the letters found in the opposer's mark was present in the applicant's and since the marks were used on goods not identical, there was no likelihood of confusion. He held the applicant was entitled to the registration. The Commissioner affirmed the decision on appeal for substantially the same reasons. He added, however, that there were certain points of similarity in the sound of the marks and pointed out that there was some difference in the pronunciation and no similarity in the meaning.

The court continued:

"It seems there could be no question that confusion would likely result if the marks were identical. The marks are very similar in sound. 'DEW' is pronounced 'DU' which is practically the equivalent of 'DOO'. The parts of the words, which are given greatest stress in pronunciation are almost identical in sound. The initial letter of each word is a consonant and has a similar sound. Both words contain three letters.

"Obviously, sound may be of controlling importance where there are other similarities in the marks which are contributive to the likelihood of confusion. * * * We are of the opinion that the similarity of the marks and the close relationship of the goods would suggest that confusion would be likely to result, or at least that there is such doubt on the question (and doubts must be resolved against the newcomer) as to bar registration of the applicant's mark."

Audience Holder

P. B. WHITE & Co., Philadelphia, off the air from Dec. 15 to Feb. 1, is paying the cast to continue its *For Men Only* series in order to hold the established audience for the WIP feature. No commercial announcement is made while the program is carried as a sustainer. The program is broadcast six quarter-hours weekly.

CHICKS IN STUDIO FOR PURINA SERIES

RALSTON PURINA Co., St. Louis, is recording 130 transcribed programs at Mid-West Recordings Inc., Minneapolis, to be placed on more than a score of stations in the United States and Canada. The series will consist of five weekly quarter-hour programs, to run for 26 weeks starting Feb. 1.

The series includes the actual raising of live chicks in the Mid-West studio, their growth being compared with that of chicks given feed other than that of the sponsor. David Dole, assistant recorder of Mid-West, is official keeper of the chicks. S. C. Johnson, head of the Purina poultry division, discusses chicken problems during the series, but the programs are mainly based on musical features.

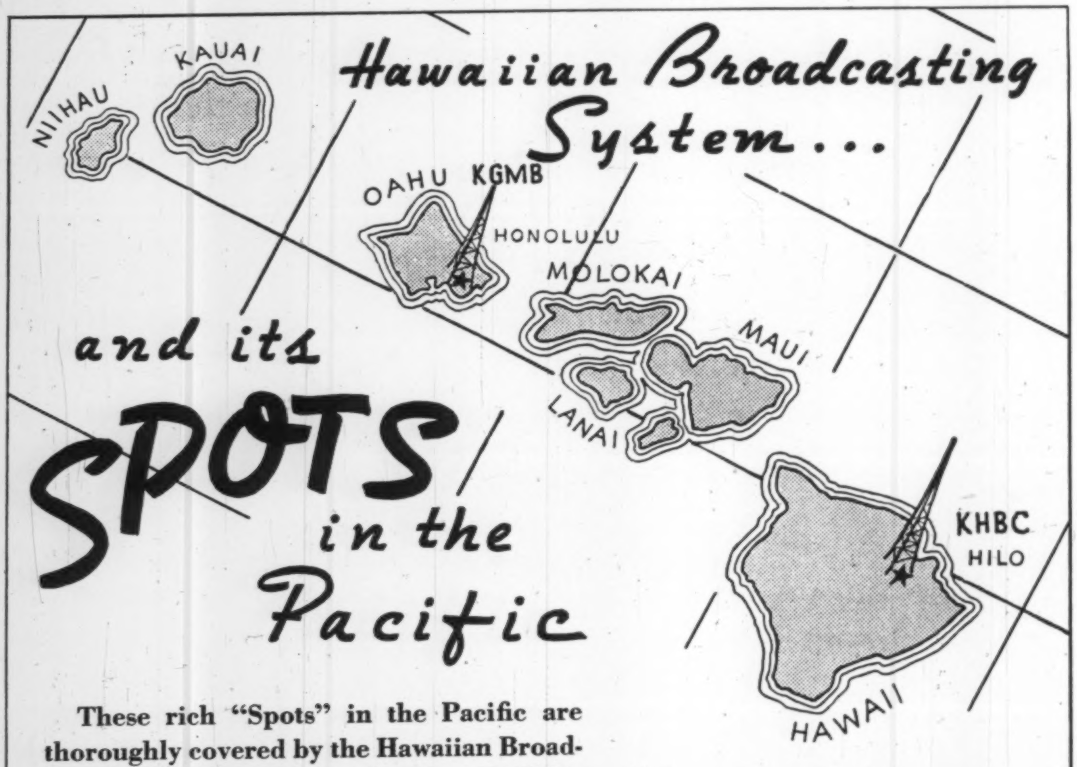
Among first stations selected for the series are WRVA, KVOO, WFLA, WLW, WLS, WBZ-WBZA, KTHS, WCAU, KSTP, WFAA, KFH, KMBC, KOA. Gardner Adv. Agency, St. Louis, places Ralston Purina advertising.

Purity Bakeries Discs

PURITY BAKERIES, Chicago (Taystee bread), on Jan. 4 starts *Hope Alden's Romance*, a dramatic serial disc series written by Margaret Sangster, popular writer of fiction stories, via transcriptions, broadcast for 15 minutes Monday through Friday, on KRBC, WLW, WADC, WSPD, WFAA, WJR, WFDF, WEBC, WCCO, KPRC, KFDM, KMBC, WJBL, WOR, KWTO, KMOX, KGKO, WHAS, WMC, WIRE, KBIX. Agency is Blackett - Sample - Hummert Inc., Chicago.

Pepsodent Spot

PEPSODENT Co., Chicago (dentifrice), is entering a territory unreached by its *Amos 'n' Andy* broadcasts with a new series of news programs, broadcast weekdays, 7:10-7:15 p. m., on WIOD, Miami, placed through Lord & Thomas, Chicago. Present plans do not call for the addition of spot programs on any other stations.



These rich "Spots" in the Pacific are thoroughly covered by the Hawaiian Broadcasting System's Radio Stations KGMB, Honolulu, and KHBC, Hilo. A recent survey gives these two stations an average of 64 2/3% of the Hawaiian Island listening audience throughout the entire day and night.

More than $70,000,000 annually is spent for U. S. products by the 400,000 population which thinks and speaks American . . . KGMB and KHBC, with their blanket coverage of Hawaii are without question the best advertising "Spots in the Pacific" to saturate this rich, potential market. For further information, write—

THE HAWAIIAN BROADCASTING SYSTEM

KGMB
HONOLULU

San Francisco Office,
Californian Hotel
Conquest Alliance Company
New York: 515 Madison Ave.
Chicago: 228 N. LaSalle St.
MacGregor-Sollie Inc.
729 South Western Ave., Hollywood

KHBC
HILO

KGMB, Honolulu and KHBC, Hilo are Hawaiian outlets for CBS and MBS

HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST—IT PAYS

Building *Listener Loyalty* with a Radio birthday party

On November 30th WLS broadcast the 90th birthday anniversary of N. G. Van Sant. Mr. Van Sant is the only living veteran of both the Civil and World Wars. Attending were Harry W. Colmery, National American Legion Commander and A. W. McIntyre of the Salvation Army. Congratulations were received from President Roosevelt and General John Pershing. . . . Events that merit widespread interest, and attract the attention of such personages as the above, are considered of sufficient interest, by WLS, to broadcast. Of further note is the fact that this was the first remote control program ever made from Sterling, Illinois. . . . Thus by an alert, active interest in stories and events that inform and entertain, WLS builds and holds a listener loyalty which has made the station an institution among the people it serves. . . . *Listener Loyalty Predicates Advertising Results.*

WLS

THE PRAIRIE FARMER STATION

50,000 WATTS
870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
National Representatives: JOHN BLAIR and CO.

NAB Sales Group To Consider Wide Range of Subjects

National Session Will Convene In Chicago on Jan. 18-19

AN ELABORATE two-day program has been arranged for the first national meeting of the Sales Managers' Division of the NAB to be held in the Hotel Sherman, Chicago, Jan. 18-19, according to announcement Dec. 28 by J. Buryl Lottridge, Division chairman.

Climaxing a series of regional meetings held by branches of the Division, the national sessions cover a wide range of subjects relating to sales policies of stations, rates, discounts, merchandising and other business practices. Among the speakers are C. W. Myers, NAB president; R. J. Barrett Jr., Blackett - Sample - Hummert Inc., Chicago; T. F. Flanagan, president, Penn Tobacco Co., and James W. Baldwin, NAB managing director.

Upwards of 100 station executives are expected to attend the session. The meetings will be open only to members of the Sales Managers' Division or other station representatives with qualified credentials.

The tentative agenda, as announced by Mr. Lottridge, is as follows:

9 a. m.—Outline of day's procedure.
9:30 a. m.—Opening address, C. W. Myers, President, NAB.
9:45 a. m.—Address by R. J. Barrett Jr., Blackett-Sample-Hummert, Chicago, "How the Radio Station Sales Manager Can Help Me Sell His Time and Keep It Sold".
10:45 a. m. — Address by T. F. Flanagan, President, Penn Tobacco Co., Greenwich, Conn., "Standardized Media Procedure as It Applies to Spot Radio Broadcasting.
11:45 a. m.—Discussion.
1:30 p. m. — Reports of Sectional Chairmen, E. Y. Flanigan, WSPD, Northeastern Div.; Mallory Chamberlin, WMC, Southeastern Div.; Jack O. Gross, KWKH, South Central Div.; Craig Lawrence, KSO, North Central Div.; D. H. Vincent, KSL, Mountain Div.; Hugh M. Feltis, KOMO, Pacific Div.
2 p. m.—Panel Discussion conducted by J. Leslie Fox, KMBC, chairman of national affairs committee.
3:30 p. m. — Open discussion of problems outlined above, from the chair, or conducted by J. Leslie Fox.
9:30 a. m. — Address by James Baldwin, Managing Director, NAB.
9:45 a. m.—Address by Chairman, Local Sales Committee.
10:45 a. m. — Address by retail store advertising manager, "Details of Store and Station Cooperation That Have Contributed to the Success of My Campaign".
1:30 p. m.—Address by H. K. Carpenter, chairman, Commercial Section, NAB.
1:45 p. m.—Panel discussion, local selling methods and services, conducted by chairman, local sales committee.
3:30 p m.—Open discussion of problems outlined above, from the chair, or conducted by chairman local sales committee.

November Network Billings Set Record Despite Only Two Days of Political Time

WITH only two days of political broadcasts, November gross revenues as reported by CBS, Mutual and NBC reached all-time highs.

Combined NBC billings for November totaled $3,438,616, an increase of 29.5% over the same month a year ago and only $257,873 less than October, 1936, with all its sponsored political broadcasts. CBS reported November receipts of $2,483,657, of 44.2% more than November, 1935.

Mutual's November billings were $227,543, including supplementaries, 31.2% more than was booked in the corresponding month last year. [MBS billings as reported in BROADCASTING Dec. 15 gave Mutual an increase of 39% over November, 1935, based on an official MBS release.] Mutual's actual billings, including supplementaries, in November, 1935, totaled $173,411.

As individual networks, NBC-Red booked $2,408,286 and the Blue $1,030,330. For the first 11 months of this year CBS grossed $20,788,535, far in advance of total 1935 billings of $17,637,804. CBS estimates its final 1936 figure will be 32% greater than in 1935, or a total of $23,289,000. NBC's combined network 11-month figures are $30,935,248, or 9.5% ahead of the same period last year which means NBC will easily pass its 1935 figure of $31,148,931. Mutual has booked $1,794,076 in the first 11 months and will report 1936 sales close to the $2,000,000 mark.

Networks' Gross Monthly Time Sales

		1936	*% Gain Over 1935*	*1935**	*1934*	*1933*
NBC						
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
August	Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
	Blue	868,891				
Sept.	Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
	Blue	893,266				
Oct.	Red	2,417,743	33.	2,779,557	2,775,431	2,130,046
	Blue	1,278,746				
Nov.	Red	2,408,286	29.5	2,655,100	2,683,494	2,188,342
	Blue	1,030,330				
CBS						
January		$1,901,023	7	$1,768,949	$1,405,948	$941,465
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
August		1,232,508	40.	879,019	513,315	499,638
September		1,838,932	69.2	1,086,900	700,491	547,203
October		2,754,808	42.7	1,903,512	1,752,601	1,125,793
November		2,483,657	44.2	1,722,390	1,682,959	1,277,459
MBS						
January		$166,266	155.6	$65,024	....	....
February		162,358	142.5	66,946	....	....
March		191,483	113.8	94,180	....	....
April		139,834	18.5	118,045	....	....
May		129,907	16.5	111,497	....	....
June		104,510	15.1	90,692	....	....
July		109,561	74.8	62,648	....	....
August		122,065	69.	72,076	....	....
September		168,919	103.8	82,907	....	....
October		271,629	50.6	180,374	....	....
November		227,543	31.2	173,411	....	....

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*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

Ferry Morse on Coast

FERRY MORSE SEED Co., San Francisco (vegetable and flower seeds), will launch its annual spring advertising campaign Jan. 17 on 9 NBC-Pacific Blue network stations, Sundays, 9:15-9:30 a. m. (PST). Program, similar to that used last year, will be known as *Martha Phillips Garden Class*, and will consist of talks by Martha Phillips, garden authority. Campaign is for 13 weeks and was placed through Gerth-Knollin Adv. Agency, San Francisco.

Esso News Renewed

STANDARD OIL Co. of New Jersey, New York (Esso gasoline), has signed a 52-week renewal effective Jan. 1 on its five-minute UP news periods which are broadcast four times daily, six days a week, on WEAF, WJZ, WRC, KDKA, WBZ-WBZA, WGY. The news period also is heard on WBAL once daily when the station is synchronized with WJZ, 11-11.05 p. m. Marschalk & Pratt Inc., New York, placed the account.

October Business Of Radio Medium All-Time Record

Gross of $11,514,505 Noted, Gain of 34.8% in Month

EXPERIENCING the best month in the history of the medium, broadcast advertising gross in October amounted to $11,514,505, an increase of 34.8% over the September figures and 37.2% over the same month of 1935. The gain was distributed among all portions of the medium.

Gross time sales for the first 10 months of 1936 amounted to $85,084,802, which was 20.5% greater than the corresponding period in 1935 and a larger gain over the previous month than that recorded by any other major advertising medium.

Nonnetwork advertising jumped 31.4% over the September level, with the most pronounced gain occurring in the clear-channel group. All portions of the country shared in the increase, particularly the South Atlantic-South Central and North Central regions.

Transcription Gain

AMONG types of rendition, transcriptions experienced the biggest gain with a 41.6% boost. In the national nonnetwork field, best increases occurred in announcements and transcriptions while in the local field, transcriptions and live talent were the leaders.

Increases occurred in nearly all sponsor groups in October. Mainly due to the concentration of political broadcasts, the miscellaneous group leaped upward 94.2% over September. Best gains were noted in automotive, clothing, drugs and pharmaceuticals, foodstuffs, soap and kitchen supply and department store sponsors. The gain for soap and kitchen supply sponsorship was 90.4% and department store advertising 63.1% as compared to October, 1935.

In showing the largest increase for the month of any medium, broadcasting rose 34.8% over September as compared to 28.8% for national magazine volume, 4.7% for national farm paper and 19.4% for newspaper lineage.

Total broadcasting advertising for the month follows:

	Sept.	*Oct.*	*Cumulative Jan.-Oct.*
National Net	$4,894,494	$6,722,926	$47,408,601
Regional Net	117,524	154,979	1,145,671
Nat. Non-Net	1,697,900	2,401,800	18,806,960
Local	1,831,300	2,234,800	17,723,570
Total	$8,541,218	$11,514,505	$85,084,802

C-P-P Revives Serial

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds), has signed the dramatic program *Myrt & Marge* for a five-weekly series, to begin Jan. 4, Mondays through Fridays, 2:45-3 p. m., on 57 CBS stations. The program will replace the *Goose Creek Parson* series at the expiration of its initial contract, Jan. 1. *Myrt & Marge* has not been on the air for nine months, having signed off in March when William Wrigley Jr. Co. took over the former five-weekly *March of Time*. The new C-P-P program is signed for 52 weeks through Benton & Bowles Inc., New York.

File your old Denver air map away with these!

Nevus Orbis
Ter Nova
Bett

● Maps of the old and new worlds from early 16th century editions of Ptolemy.

KLZ *has made it just as ancient!*

• New discoveries, new facilities, pioneering enterprise have made vast changes in the maps of Marco Polo's day. Today they are relics . . . inaccurate and useless.

Into the archives with these ancient charts should go your old air maps of Denver. KLZ has made relics of them!

New management, new enterprise, new broadcasting facilities have wrought a vast change in the old air map of the Denver Rocky Mountain region. KLZ now occupies a dominant place in the picture. Within a year and a half it has vaulted to such an esteemed and important position in the eyes and ears of radio listeners in this area that the new, virile selling force it generates is something no advertiser can afford to ignore.

KLZ DENVER

"The Pioneer Radio Station of the West

Affiliated in Management with WKY - Oklahoma City and the Oklahoma Publishing Co.

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY

Chicago Musicians Federation Assumes Control of Recording

Will Not Permit Members to Make Transcriptions Or Records Except With Special Permission

THE Chicago Federation of Musicians has announced that after Feb. 1, 1937, "it will not permit its members to make recordings of any kind, including transcriptions, except under such restrictions and upon such conditions as they, the executive board, in their wisdom, deem best calculated to end for all time the menacing threat of 'canned' music competition."

In a lengthy official announcement, released Dec. 19, James C. Petrillo, president of the Chicago musical union, states that "canned" music, or recordings, is the greatest menace with which "live" music has been confronted and that the use of recordings, "if not effectually curtailed and controlled, will completely destroy employment opportunities for musicians everywhere."

"No sane, logical reason can be advanced to explain why musicians should thus assist in destroying themselves," the announcement continues, "for that is exactly what they will succeed in doing if they continue making recordings."

A Loophole Noted

OFFICIALS of a number of recording companies operating in Chicago refused to discuss the union's action, stating they had not yet been officially notified and so were in no position to talk. Off the record, however, several of them pointed out the "restrictions and conditions" clause as a loophole through which musicians whom they wished to employ could secure the permission of the board. The consensus also was that even if the ban on recordings were strictly enforced locally it would have no effect outside of Chicago and that the American Federation would not back up the Chicago union in any attempt to make the prohibition national.

The statement, signed by Mr. Petrillo, discoursed at length on the "plight" of the musician. If production of recordings is not controlled, whether for radio, movie or home use, he said it would in a very short time "completely destroy employment opportunities for musicians everywhere."

"Movietone" and "Vitaphone" were branded as canned music, made in exactly the same way as ordinary recordings. Since their invention, he added, the number of musicians employed in theatres in the Chicago district has dwindled from approximately 2,000 to about 125. Declaring that "progress cannot be fought", Mr. Petrillo added that the new effort is to determine the course which " progress shall take, insofar as it has to do with our profession."

Whereas labor saving devices have destroyed employment opportunities in many crafts and professions, he said that in the case of the musician, the mechanical musical devices cannot function in the first place, without the services of musicians, "for the records which are necessary for the operation of these devices are merely a reproduction of performances given by professional musicians."

"We are the one, the only craft in the world whose personal services are absolutely indispensable for the creation of that branch of 'canned' music which is rapidly putting us completely out of business. I repeat, therefore, that the control of 'canned' music is within our grasp, if we see fit to assume it."

The statement made reference to the manner in which motion picture operators, broadcasters, copyright owners and others have "protected" themselves, and also the recent movements of groups of orchestra leaders to collect royalties on performance of their records.

Motion picture groups, he said, would not permit musicians to open a picture theatre and feature first-run pictures. Nor would broadcasters through their "great radio corporation lawyers" permit musicians to procure "a channel on the air" in order to open and operate a radio station.

"Then there is the case of the authors and composers. They have protected themselves to such an extent, with the aid of special legislation, that no musician or entertainer, from the greatest artist now before the public on down to the $15 a week pianist in a tavern, can make a living any more in the amusement field, unless those by whom they are employed to play and sing, pay a fixed, annual charge for the music that is used. And many, many more organizations, too numerous to mention, have taken similar steps to protect their interests."

Considered Two Years

DISCUSSING the record ban fostered by National Association of Performing Artists, he said that one or two leaders have gone into court and succeeded in restraining employers from using records which their bands have made without permission. This protection, however, he said, is for the leaders only and does not include "side men". It does not create more employment for the rank and file of musicians but has "the very opposite effect", he added. The only purpose of this, he said, is "to make more money for the leaders".

The real purpose behind his own move, Mr. Petrillo declared, is to "put back to work in the theatres, radio stations and other places of amusement, musicians who are rightfully entitled to that employment." He said that he believed any court in the country before which the facts connected with "the evils of recording are laid" would decide in favor of the musicians.

Mr. Petrillo concluded that the decision to discontinue making all records in his jurisdiction was not arrived at over night but has been under consideration for two years. The Chicago Federation, moreover, he said, realized that records can and will be made in other jurisdictions.

"We are not blind to the fact that we have no right to speak for other locals, nor have we the authority to tell other locals what they should, or should not do, in the circumstances. But we do believe that we, ourselves, are on the right track and are doing the right thing by boldly and openly attacking this menace; and whatever employment we may forfeit, as a result of our refusal to make further recordings, is a sacrifice which we feel will make for our own good in the long run."

Picture Magazine Begun By Gardner Cowles Jr.

Mr. Cowles

A NEW monthly picture magazine, named *Look*, headed by Gardner Cowles Jr., president of the Iowa Broadcasting Co., will appear on newsstands Jan. 5. *Look* will be printed in rotogravure, of Collier's page size, and sell for 10 cents a copy.

In addition to being head of the Iowa Broadcasting Co., which owns KSO, KRNT, and WMT, Mr. Cowles is executive editor of the *Des Moines Register & Tribune*. John Cowles, associate publisher of the Des Moines papers, will be vice-president of *Look*. *Look* will accept no advertising during its first year but will be launched with a large advertising campaign.

BING CROSBY SUES KGFJ, LOS ANGELES

BING CROSBY, radio crooner, on Dec. 17 filed suit in Superior Court at Los Angeles against Ben S. McGlashan, owner of KGFJ, Los Angeles, and asked for an injunction to prevent the station from broadcasting his recordings. The complaint claims that KGFJ has been broadcasting large numbers of records of the Crosby voice which were plainly labelled "not licensed for radio broadcast".

KGFJ is alleged to have broadcast these records and, through innuendo and vague generalities, also to have conveyed the impression to the audience that Crosby was singing in person, according to the complaint.

Crosby contends that this is unfair competition, unfair trade practice, and damages the singer's reputation on screen and radio. The suit was filed under the crooner's family name of Harry L. Crosby Jr.

Appeal in WDAS Case

AN APPEAL to the Pennsylvania Supreme Court from the decision of the Court of Common Pleas, of Philadelphia, enjoining WDAS, Philadelphia, from performing phonograph records of renditions by Fred Waring, was taken last month by the station. The decision by the lower court, purely a local tribunal, was the first in a phonograph record performance case brought under the auspices of National Association of Performing Artists, of which Waring is president. Other cases, however, are pending. It is expected that the Pennsylvania Supreme Court will hear the case in April, 1937.

WHOM, Jersey City, was off the air 17 hours Christmas to give the 25 employes a holiday. Paul F. Harron, president, announced that 45 commercial programs, 130 commercial announcements, and 20 sustaining programs were canceled for the day.

Recording Artists Denied Injunction

Legend on Records Held Not to Be Adequate Basis for Grant

DEFEAT for phonograph recording artists in their effort to prevent performances of their recordings over stations was meted out Dec. 23 in the first round of litigation in New York City when Supreme Court Justice Valente denied the petition of Frank Crumit, crooner, for a preliminary injunction against WHN, New York, operated by Loew's Inc. The case, it is presumed, will now go to trial since the court did not pass upon the fundamental question of law as to the rights of the purchaser of a phonograph record to use the record for broadcasting purposes.

The court held that while the Crumit records, made by Decca, bear the legend "Not to be used for Radio Broadcasting", there was no proof that the contract with Decca contained any such restriction, and that the statement on the record "is not sufficiently explicit or connected with any license restriction to warrant the granting of a temporary injunction".

First State Court Test

THE CASE was brought for Crumit by Maurice J. Speiser, as counsel for the National Association of Performing Artists, formed more than a year ago to press the claims of recording artists. Judge Isadore J. Frey appeared for WHN at the hearing on the temporary injunction on Nov. 24. The case is regarded as important because it is the first test in a superior state court. The only other adjudication was in Philadelphia by the Court of Common Pleas against WDAS, of that city, and that case now is on appeal to the state Supreme Court.

Justice Valente's decision follows in full:

> Plaintiff seeks to restrain defendants from using a phonograph record of plaintiff's performance in a radio broadcast. The record was made pursuant to contract with Decca Records Inc. The contract or a copy is not annexed to the papers but plaintiff claims that under it all Decca Records obtained was plaintiff's services as a performer so that commercial sound records could be manufactured in a form suitable for use upon home talking machines.
>
> The records bear upon the face a legend "Not to be used for Radio Broadcasting". There is no proof that the contract with Decca contained any such restriction as alleged by plaintiff nor that defendants knew the terms of the alleged licensing agreement with Decca, if any such existed, or even any of the other terms. The statement stamped on the record is not sufficiently explicit or connected with any license restriction to warrant the granting of a temporary injunction, whatever evidentiary bearing it may have upon the full presentation of the facts.
>
> The denial of a temporary injunction makes it unnecessary to pass upon the fundamental and novel question of law involved as to the general rights of a purchaser of a phonographic record of a performer to use this record for broadcasting purposes without special permission. It also leaves open the question as to the rights in that respect of Decca Records Inc. or the seller of records generally. The motion for injunction is denied. Order signed.

Station KFWB wishes to acknowledge and commend the thoroughly efficient and business-like manner in which Transamerican Broadcasting and Television Corporation handled Haven MacQuarrie's program, "DO YOU WANT TO BE AN ACTOR?"

In less than 30 days of Exclusive Management Transamerican's New York and Hollywood Offices established this sensational radio program with one of the largest and best qualified buyers of radio advertising in the country, to be presented in one of the most coveted spots on the air:

THE CHASE AND SANBORN HOUR
SUNDAY — 8 to 9 P. M., E.S.T.
NBC Red Network
(Coast to Coast)

Station KFWB clearly recognizes the invaluable contributions Transamerican is making to Radio Broadcasting, and is happy to be one of its Affiliated Stations.

TRANSAMERICAN wishes to thank the J. Walter Thompson Company and Standard Brands, Inc. for their cooperation in making possible the sale of Haven MacQuarrie's show "DO YOU WANT TO BE AN ACTOR?"

Advertisers and stations may continue to look to TRANSAMERICAN as an important source of radio program material. Additional programs of outstanding merit and exceptional advertising value will be announced from time to time.

Transamerican Broadcasting and Television Corporation
John L. Clark, President

NEW YORK
521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD
5833 Fernwood Avenue
HOllywood 5315

Supreme Court KVOS Ruling Leaves Case Where It Started

Highest Tribunal Looks With Disfavor on "Pirating" Of News But Holds AP Failed to Show Jurisdiction

THE RIGHT of broadcasting stations to broadcast press association news once it is published in newspapers may never be finally adjudicated, as the result of a Supreme Court ruling Dec. 14 throwing out the case of the Associated Press vs. KVOS, Bellingham, Wash., for want of jurisdiction.

The effect of the court's action is to return the issue to its original status before litigation was begun in the Federal courts two years ago. The Supreme Court, in a unanimous opinion, held that the AP failed to show damages of more than $3,000, the minimum amount necessary for Federal jurisdiction.

Before giving its technical reasons for reversing the Ninth Circuit Court of Appeals and for remanding the case to the District Court with instructions to dismiss the complaint, the Supreme Court reviewed the issues. And in so doing, it implied conclusions indicating that it looked with disfavor upon "piracy" of news by stations.

"Unfair Competition"

THE COURT said that KVOS has become, and is, a competitor of the AP and its members "in the obtaining and early distribution of news, for the purpose of popularizing advertising". The KVOS practice of buying newspapers carrying AP dispatches and of broadcasting items in them, said the court, "constitutes unfair competition with the respondent; wrongfully deprives the respondent of the just benefits of its labors and expenditures; similarly injures respondent's members; and prejudices the respondent with its members."

There was no opinion on the merits by the highest court. Associate Justice Owen J. Roberts, in reading the opinion, declared the case had been dismissed for want of jurisdiction. He remarked, however, that KVOS "has no organization of its own for gathering news, but adopts the practice of 'pirating' news gathered by the Associated Press and its members."

According to counsel, the effect of the ruling is to return the case to its original status. The Associated Press, as the plaintiff, it was stated, could bring action in the state courts of Washington if it so desired and in that way perhaps procure jurisdiction. William H. Pemberton, of Olympia, Wash., counsel for KVOS, had argued before the Supreme Court in November on the jurisdictional question, claiming that the suit was improperly brought in that it did not involve an amount exceeding the $3,000 minimum figure.

Originally, the KVOS-AP suit was regarded as of far-reaching importance because at the time none of the regularly established newspaper press associations offered their news service to broadcast stations. Now, however, two of the press associations, plus Transradio Press, an exclusive radio news association, sell processed reports for broadcast use in a competitive field.

John W. Davis, prominent New York attorney, argued the case for the AP. According to the *New York Times* of Dec. 14, he declared that since the court did not discuss the basic issues of news piracy, his client, if necessary, could now attempt another suit in the federal courts, with an amended complaint as to damages, or begin a suit in the Washington state courts. In the original action, AP contended that KVOS "stole" news dispatches in the *Seattle Post-Intelligencer, Seattle Times* and *Bellingham Herald*, all of which were subscribers to the press association. It sought an injunction to restrain KVOS from broadcasting its news, alleging unfair competition both in circulation and advertising. In a revolutionary opinion on Dec. 18, 1934, Federal District Judge John C. Bowen in Seattle denied the request and in effect held that broadcast stations could broadcast news once it is published in newspapers, irrespective of its source.

An appeal was taken to the Federal Circuit Court of Appeals in San Francisco, which a year later reversed the lower court and ordered an injunction against the broadcasting of AP news until 18 hours after publication. Subsequently KVOS took the appeal to the Supreme Court seeking a writ of certiorari, which was promptly granted. Justice Roberts, in rendering the opinion, declared the burden of proof rested with the AP as to the damages and that no facts were shown which tended to prove the value in excess of the $3,000 minimum.

New CBS Vice President

Promotion for Lewis

WILLIAM B. LEWIS, CBS director of broadcasts, on Dec. 19 was promoted to a CBS vice-presidency. Mr. Lewis will continue to perform the same duties as in the past. He joined CBS in August, 1935 as director of commercial broadcasts and the following January was made director of broadcasts. Before entering the network he was connected with J. Walter Thompson Co., and Badger, Browning & Hersey Inc., both New York firms. Mr. Lewis is currently on the West Coast for the KNX-KSFO inaugural and is expected back in New York about Jan. 10.

Boat Show Promotion

NATIONAL ASSOCIATION of Engine & Boat Mfgs., New York, will sponsor a series of five broadcasts on WEAF direct from the New York Boat show which will open at Grand Central Palace on Jan. 8. The programs will feature an unannounced orchestra with vocalists and will be heard Jan. 8, 11, 12, 13, 14, 7:30-7:45 p. m. Wortman Barton & Co. Inc., New York, placed the account.

New Broadcast Service Is Formed in New York By Rintoul and Stiepock

FORMATION of the firm of Rintoul-Stiepock Inc., with offices at 51 E. 42d St., New York, to specialize in various broadcast station services, including sales promotion, was announced Dec. 28 by Stephen R. Rintoul, who resigned as station relations manager of World Broadcasting System effective Jan. 1.

Mr. Rintoul will be president of the new organization and R. H. Stiepock, advertising and sales promotion counsel, will be vice president. Mr. Rintoul has been identified with spot broadcasting throughout its development and is familiar with advertising and sales problems of stations with whom he has been in contact for the last six years. Mr. Stiepock was associated with the Chrysler Corp. until 1934 and since then has conducted his own business as advertising and sales promotion counsel. He has served many prominent publications and other media including radio.

Bank of America Expands

BANK OF AMERICA National Trust & Savings Assn., San Francisco, sponsoring *The House of Melody* on 2 NBC-Pacific Red stations (KPO-KFI), on Jan. 4 will switch to the NBC-Pacific Blue outlets increasing its coverage to include seven California stations, KGO, KECA, KFSD, and the new NBC affiliates KFBK, KMJ, KWG, and KERN. The half-hour program, featuring Meredith Willson and a 24-piece string orchestra, with John Nesbitt, commentator, moves to Monday night, 9-9:30 p. m. (PST). Agency is Charles R. Stuart Inc., San Francisco.

Text of Supreme Court Decision in KVOS Case . . .

FOLLOWING is the full text of the Supreme Court ruling in the KVOS vs. Associated Press case, as delivered by Mr. Justice Roberts:

This suit was brought to enjoin petitioner, the proprietor of a radio station at Bellingham, Wash., from appropriating, using, or disseminating news gathered by the respondent or its members during the period such news has commercial value to respondent and its members. The prayers were for temporary and permanent relief. The district court directed the petitioner to show cause why an injunction should not be granted and entered a temporary restraining order.

In summary, the allegations of the bill follow.

Respondent is a New York corporation and petitioner a Washington corporation; "the damage to which complainant is being subjected . . . is in excess of the sum of Three Thousand ($3000) Dollars, exclusive of interest and costs, and the amount involved herein and in controversy herein is in excess of said sum of Three Thousand ($3000) Dollars, exclusive of interest and costs."

The respondent, a membership corporation, is composed of proprietors or representatives of newspapers published throughout the United States whose business is the gathering, by its own instrumentalities, and by exchange with members, and other means, news, intelligence, and information from all over the world for the benefit of its members, and distribution of the material so gathered amongst them for newspaper publication, conformably to the bylaws.

The respondent has representatives in every important capital and city in the world and has reciprocal arrangements for interchange of news with many important agencies in foreign countries; has more than twelve hundred members, each owning or representing a daily newspaper, each supplying respondent, as required by the by-laws, with the news gathered locally by the newspaper he represents; the cost of respondent's transactions, amounting yearly to many millions of dollars, is equitably divided among the members; the association's service to members is of financial and business importance to them, due to its promptness, accuracy, and impartiality; the by-laws require that the news furnished shall remain confidential until publication has been fully accomplished by all members.

The petitioner conducts a radio station at Bellingham, Wash., and, as part of its daily broadcast, sends out, three times a day, morning, noon, and evening, what is styled *The Newspaper of the Air* in which petitioner announces what it claims to be, and what usually is, the leading and most interesting news of the day. The *Bellingham Herald*, published at Bellingham, is a member of the association and, under the by-laws, the respondent is entitled to be furnished by the *Herald* with all the news from the territory served by that paper; the *Seattle Post Intelligencer* and the *Seattle Daily Times* are published at Seattle, Washington, and are represented by memberships in the association which has the same rights to news gathered by those papers.

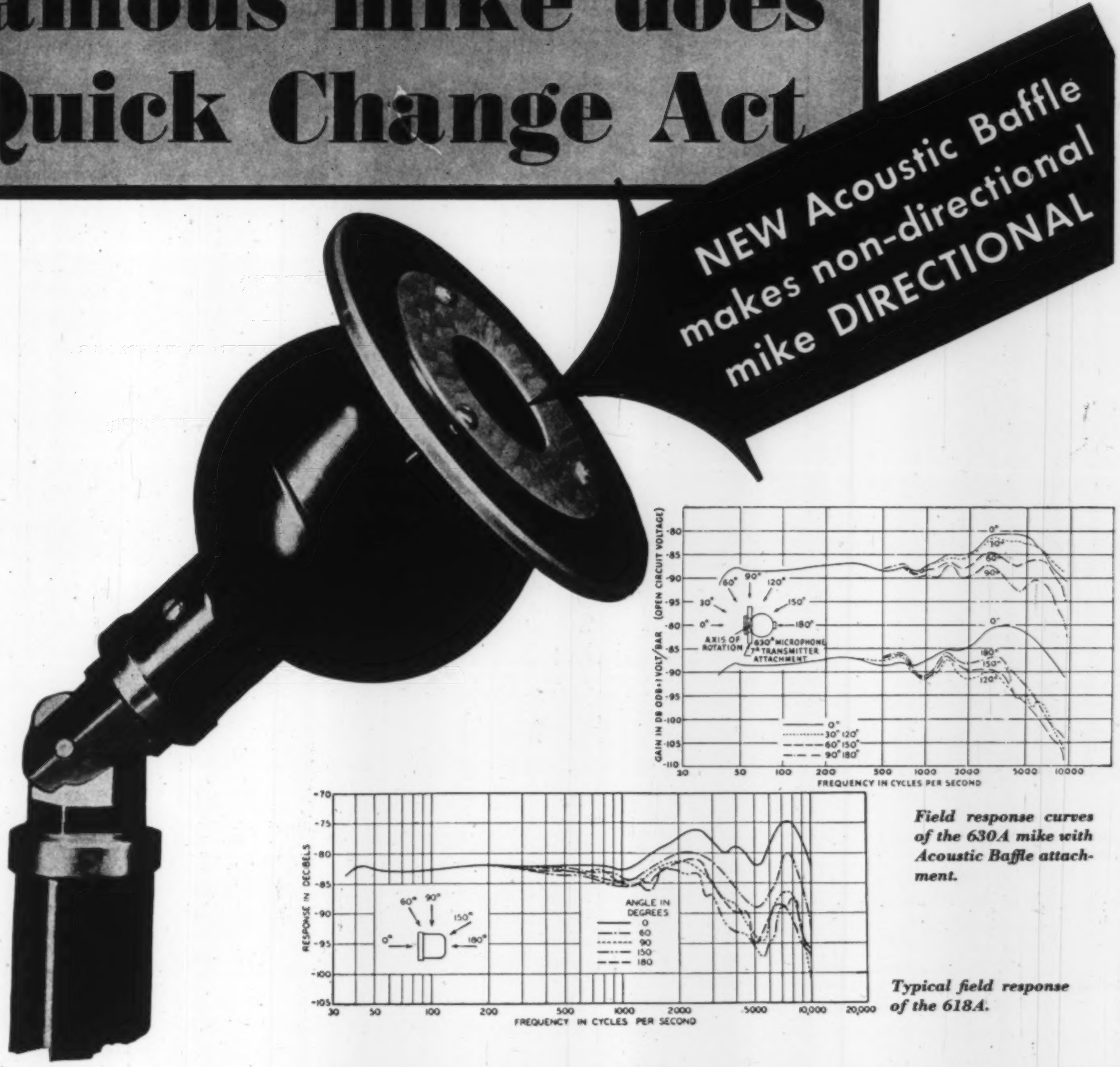
News Broadcasts

THE PETITIONER broadcasts news as part of its business and, by so doing, enhances the profits obtained from advertising broadcasts; the newspapers affiliated with the respondent derive a large portion of their revenues from the sale of advertising space, the value of which depends in great measure upon the freshness and interest of the news furnished by them. The petitioner, in the conduct of its station, has become, and is, a competitor of respondent and its members in the obtaining and early distribution of news, for the purpose of popularizing advertising.

The petitioner has no organization of its own for gathering news, but adopts the practice of "pirating" news gathered by the respondent and its members. This practice consists in procuring copies of the *Herald*, the *Post Intelligencer*, and the *Daily Times* and broadcasting parts, or all, of items therein published, whether gathered by these newspapers or received by them from the respondent, the repetition being sometimes ver

(*Continued on page 50*)

Famous mike does Quick Change Act



Field response curves of the 630A mike with Acoustic Baffle attachment.

Typical field response of the 618A.

Now, for the first time, you can use the same mike for either directional or non-directional pick-up!

To make this possible, Bell Telephone Laboratories designed a scientifically correct acoustic baffle attachment for the famous Western Electric 630A non-directional mike. This gives you, in effect, two mikes in one!

With the baffle installed, the 630A becomes a semi-directional mike giving a response comparable to that of the Western Electric 618A. Trials indicate that the studio technique is similar to that for the 618A. Omission of the ring and screening results in the higher frequencies (7000 — 8000 cycles) becoming more predominant.

Introduced little more than a year ago, there are over two thousand 630A mikes in use today. With the new acoustic baffle, they will be more valuable than ever. The few parts necessary to make the conversion are very simple and inexpensive. The actual change requires only a screw-driver and a few minutes time.

For full details: Graybar Electric, Graybar Building, New York — or Graybar's nearest branch.

Western Electric

Distributed by* GRAYBAR *Electric Co.* *In Canada: Northern Electric Co., Ltd.

BROADCASTING EQUIPMENT

Chase & Sanborn Ends Worries With Shift in Program

Good Will Court Replaced by *Do You Want to Be an Actor*

AFTER 13 hectic Sundays on NBC-Red and on Inter-City System, Wednesdays, the *Good Will Court* was discontinued Dec. 18 by Standard Brands Inc., New York (Chase & Sanborn coffee) when the First and Second Departments of the Appellate Division of the Supreme Court adopted an amendment to its rules regulating the conduct of lawyers prohibiting them from giving advice or opinions through any publicity medium on specific legal problems posed by inquirers.

The amendment, which includes penalties up to and including disbarment, was adopted two days previous to Chase & Sanborn's announcement Dec. 18 that the *Good Will Court* would not be broadcast on NBC-Red the following Sunday. This decision was reached by the sponsor after a three-day conference with all concerned. And as a result a new program *Do You Want To Be An Actor?* made its national debut from Hollywood Dec. 20 in the usual Chase & Sanborn period, Sundays, 8-9 p. m.

Last-Minute Decision

THE CONTRACT for the new program, which uses amateur actors and actresses aspiring for a stage career with all the instruction and coaching audible to the radio audience, was signed in the New York office of Transamerican Broadcasting & Television Corp. at 4:45 a. m. Dec. 19. It is understood that Standard Brands signed a three-year contract, with the usual option clauses, for the radio rights to the program with the price running over $5,000 per broadcast.

Do You Want To Be An Actor has been on the air for two months over KFWB, Los Angeles, owned by Warner Bros. The idea was conceived by Haven MacQuarrie and Transamerican had been appointed exclusive representatives Nov. 18.

Warner Bros. still has a tieup with the new series, since it is announced that the best performer in each program will be given a screen test by the film company. For the present at least the program will continue to emanate from Hollywood.

On Inter-City System, the *Good Will Court* is also in the discard for the time being. Dr. Louis Bisch, psychologist and author of *Be Glad You're Neurotic*, conducted the program, which did not follow the *Good Will Court* pattern. Whether WMCA will revive the series is a topic that will be considered seriously, said a spokesman for the station. Inasmuch as Donald Flamm, WMCA president, is in Europe it is expected that action awaits Mr. Flamm's decision. Chase & Sanborn, however, is continuing to sponsor a program on Inter-City System, having taken the *Spelling Bee* [which signed off WJZ (only) on Dec. 27] and placed it on Inter-City Saturdays, 7-8 p. m., as of Dec. 26. A 52-week contract had been signed with Inter-City for the *Good Will Court* broadcast, but a new 52-week contract was signed for the *Spelling Bee* series.

A. L. Alexander, who conducted the *Good Will Court*, made a speech of regret on the NBC network along with the new program's debut and that marked the *Court's* end so far as a national network is concerned. Mr. Alexander is under contract to WMCA as part of the *Good Will Court* agreement, but his future plans cannot be ascertained, nor could Mr. Alexander be reached.

Good Will Court's troubles began with the first broadcast on NBC last September, although rumbles were beginning when the program was on Inter-City and Mutual under the sponsorship of Macfadden Publications.

The First and Second Departments of the Appelate Divisions comprise Greater New York and it would have been possible to bring lawyers from outside this territory, but as the American Bar Association had also taken action against the broadcast it would have been a dubious move. Radio listeners, it is understood, had written to the stations objecting to the program's morbid tendencies.

Pending in the Brooklyn Courts is a $250,000 damage suit against all persons or companies associated with the program since it has been sponsored. The suit, filed by Good Will Court Inc. of which Judge Nathan Sweedler is president, is set for trial Jan. 11. Judge Sweedler also had been trying to have the courts restrain Chase & Sanborn from using the name *Good Will Court*, but this proceeding was dropped.

Meantime Standard Brands signed 52-week renewals for four of its NBC programs, including the new Chase & Sanborn series on 60 NBC-Red stations, as of Jan. 3. Others are: *Royal Gelatin Hour* with Rudy Vallee (Royal Gelatin & Aspic), effective Jan. 7, on 56 NBC-Red stations, Thursdays, 8-9 p. m.; *One Man's Family* (Tender Leaf tea), on 59 NBC-Red stations, Wednesdays, 8-8:30 p. m., and the repeat program on 5 NBC Pacific Red stations plus KTAR, Sundays, 9:30-10 p. m. (PST). J. Walter Thompson Co., New York, has the account.

Tourists' Mecca

RADIO CITY is the metropolis' most popular point of interest among paying sightseers, it is shown in a comparison of figures for the first 11 months of 1936, when 497,399 persons took the NBC guided tours through the studios and plant in Radio City. If last December's figure of 25,000 guided tourists was equalled in 1936, the year's total should be at least 522,000. The NBC guided tours were taken in 1935 by 470,068 persons. On Nov. 20, 1936, at the close of third year of the guided tours, 1,424,733 sightseers had inspected Radio City. In the first 11 months of this year, paid admissions to the Empire State tower numbered 318,450, the Statue of Liberty 290,874. While Mount Vernon's figures for 1936 are not available, 512,024 persons visited the shrine in 1935.

KVL, Seattle, recently placed under option to Howard J. Ryan, of Howard J. Ryan & Associates, local agency, has changed its call letters to KEEN.

Mark J. Woods Elected As Treasurer of NBC as David Rosenblum Leaves

Mr. Rosenblum

Mr. Woods

WITH the resignation of David Rosenblum as vice-president and treasurer of NBC, effective Jan. 1, the NBC board of directors on Dec. 18 elected Mark J. Woods, assistant secretary, to the treasurership. Mr. Rosenblum, who came to NBC in September of 1934 from Trade-Ways Inc., did not make known his future plans but announced that he first would take a vacation.

The election of Mr. Woods will not alter the NBC executive setup in any great detail, but Mr. Rosenblum's retirement reduces its roster of vice-presidents by one since Mr. Woods will not hold a vice-presidential title. Mr. Woods resumes the post he once held but relinquished when he was made assistant to former executive vice-president, Richard E. Patterson Jr. He has been with NBC since its inception, having come over with the former A. T. & T. radio staff.

Mr. Rosenblum, a 1908 Harvard graduate, was brought to NBC more than two years ago by David Sarnoff, RCA president at the time Mr. Sarnoff took over the NBC chairmanship and after Trade-Ways had completed a study of NBC sales, compensation and organization details. He was largely responsible for the "yardstick" method of station compensation inaugurated several years ago. He was one of the founders and former vice-president of the Alexander Hamilton Institute, which he quit in 1915 to organize the Business Trading Corp. Later he became a vice-president of Trade-Ways, one of its units.

KOOS, Marshfield, Ore., Is Sold to Sackett Group

SALE of KOOS, 250-watt station on 1390 kc. in Marshfield, Ore., to interests headed by Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield newspaper, and copublisher of the *Salem* (Ore.) *Statesman*, was effected early in December by Walter L. Read, who remains as vice-president of KSLM, Salem. Transfer of the stock from the Pacific Radio Corp. to KOOS Inc. awaits FCC approval. The purchase price was approximately $15,000.

Mr. Read has left for an eight-week vacation in the East and South, but has a contract to manage a new local in Vancouver, Wash., for which Mr. Sackett and his associates, including Judge John C. Kendall of Portland, have applied to the FCC. Mr. Sackett expects to make a close working arrangement with KRNR, Roseburg, Ore., owned by the *Roseburg News-Review*.

Four Iowa Stations Are Sued for Libel

Former Liquor Body Chairman Seeks $100,000 Damages

HAROLD M. COOPER, Marshalltown, Ia., former chairman of the Iowa liquor commission, filed libel suits for $100,000 each on Dec. 16 against Iowa Broadcasting Co., operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids-Waterloo, and the Central Broadcasting Co., operators of WHO, Des Moines. The Iowa Broadcasting Company is affiliated with the *Des Moines Register & Tribune*.

The libel claims are based on statements allegedly made by Verne Marshall, editor of the *Cedar Rapids Gazette*, in speeches made by him attacking Mr. Cooper's record as a former public official over stations of the Iowa Broadcasting Co. on Oct. 29, and the Central Broadcasting Co. on Oct. 25. Joined as defendants in these cases are Mr. Marshall and the Cedar Rapids Gazette Co.

Mr. Cooper, in his petitions, alleged that Mr. Marshall made statements in his speeches that were a malicious defamation of character, and that although "he had enjoyed and had a good reputation in his community and in Iowa except to the extent in which his reputation had been damaged by the purported malicious publication and broadcasting of defamatory matter."

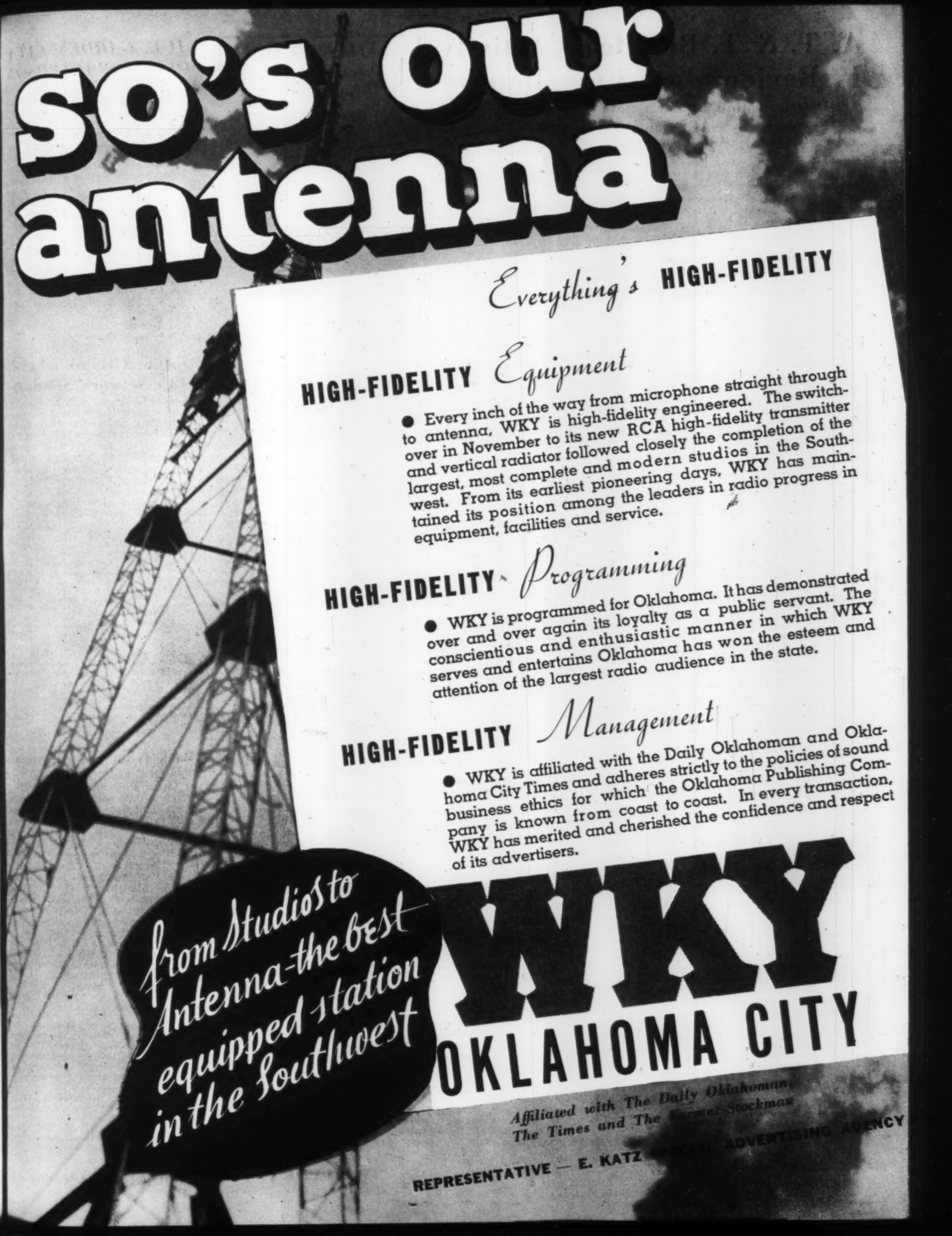
Court Conviction

IN HIS NOTICE of suit against the Iowa Broadcasting Co. Mr. Cooper said Mr. Marshall charged him with "accepting bribes as shown by bank account, all of which was defamatory, false and untrue."

In his claim against the Central Broadcasting Co., the plaintiff stated that Mr. Marshall charged him with the "crime and felony committed 24 years ago, all of which was defamatory, false and untrue," and that in December, 1934, Cooper committed an illegal act; that Cooper in 1934 violated the Iowa liquor control commission law, of which commission he was chairman, when as Marshall well knew, the Supreme Court of Iowa had held that Cooper was innocent of any such violation; that Cooper in February, 1935, was engaged in illegal acts or attempts in connection with his trial in Linn county, to influence or bribe the jury then trying his case in Linn county.

The petitions also state that the two broadcasting companies knew or could have known in advance of the nature and contents of the libel and broadcast and that no attempt was made to stop or shut off the broadcasts from the air."

In 1935 Cooper was convicted by a Linn county, Ia. district court jury in Cedar Rapids, Ia., after he had turned over to LeRoy Farmer, a Cedar Rapids man, approximately 200 state liquor seals. A fine of $1,000 was imposed upon Cooper on the misdeameanor charge. Cooper appealed his conviction and almost a year later the Iowa supreme court overruled the decision of the Linn county, Ia., district court jury, stating that the indictment against him was invalid and that there could be no new trial.



so's our antenna

Everything's HIGH-FIDELITY

HIGH-FIDELITY *Equipment*

● Every inch of the way from microphone straight through to antenna, WKY is high-fidelity engineered. The switch-over in November to its new RCA high-fidelity transmitter and vertical radiator followed closely the completion of the largest, most complete and modern studios in the Southwest. From its earliest pioneering days, WKY has maintained its position among the leaders in radio progress in equipment, facilities and service.

HIGH-FIDELITY *Programming*

● WKY is programmed for Oklahoma. It has demonstrated over and over again its loyalty as a public servant. The conscientious and enthusiastic manner in which WKY serves and entertains Oklahoma has won the esteem and attention of the largest radio audience in the state.

HIGH-FIDELITY *Management*

● WKY is affiliated with the Daily Oklahoman and Oklahoma City Times and adheres strictly to the policies of sound business ethics for which the Oklahoma Publishing Company is known from coast to coast. In every transaction, WKY has merited and cherished the confidence and respect of its advertisers.

from Studios to Antenna—the best equipped station in the Southwest

WKY
OKLAHOMA CITY

Affiliated with The Daily Oklahoman,
The Times and The Farmer-Stockman

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

A. T. & T. Broadcast Activity Is Reviewed at FCC Inquiry

Discrimination and Monopoly Charged in Evidence Presented by N. R. Danielian, Economist

THE long-awaited broadcasting phase of the FCC's telephone investigation into practices of the American Telephone & Telegraph Co. and associated Bell System companies developed Dec. 15 when a 325-page report bearing on the subject was presented to the Telephone Division by N. R. Danielian, senior economist on the FCC staff.

Many charges of alleged discriminations by the A. T. & T. in its dealings in broadcasting were made in the ponderous report presented by the economist after several months of study. The report delved into the early history of the A. T. & T. when it actually operated broadcasting stations and was sharply critical of many of its practices both past and present.

Particular emphasis was laid upon refusal of A. T. & T. in most cases to allow interconnection of its lines for program transmission with the lines of wire telegraph companies or with privately owned lines of stations. It was indicated that possible revision of broadcast wire transmission tariffs of A. T. & T. to permit wider latitude in interconnections may result from the disclosures.

Claims Discrimination

AMONG other things, Dr. Danielian asserted his investigation showed that there were discriminatory contracts by A. T. & T. as between NBC and CBS, with the former having several advantages. He declared, however, on cross-examination by Vice Chairman Thad H. Brown of the Telephone Division that as far as he knew, the A. T. & T. has never exercised any of the allegedly discriminatory provisions.

In reading the report into the record, Dr. Danielian was questioned by Samuel Becker, special investigation counsel of the FCC. There was no rebuttal testimony on behalf of A. T. & T. and as far as known, no provision has been made for it.

The report covered only a portion of the FCC investigation into broadcast phases of A. T. & T. activity. The investigation was made in compliance with the Congressional resolution of 1934 ordering the FCC to investigate and report on the reasonableness of rates and to inquire into alleged unfair or discriminatory practices.

Dr. Danielian emphasized no attempt was made to evaluate the patent position of A. T. & T. in the radio field, nor to determine the reasonableness of the rates charged broadcasters for program transmission and attendant services. He added that reasonableness of rates "is the next logical step in the study of Bell System policies with respect to radio broadcasting."

A breakdown of A. T. & T. receipts from furnishing of program transmission service for the first time was made public in the Danielian presentation. Covering the years 1925 to 1935 inclusive, the breakdown showed that in 1925 gross long line receipts for this service amounted to $286,774.91 and in 1935, $4,529,162.57, with the latter figure excluding revenues from coordinated services. In addition to the gross income, Dr. Danielian brought out, the associated companies also receive considerable revenue from leasing of wire channels for program transmission directly to stations for both local and long distance service.

"As a result of the fact that the associated companies do not segregate in their accounts the revenues from this source, it has not been possible to obtain these figures, with the exception of 1935," the report states. "In that year they had, in addition to the pro-rates received from the long lines department, a revenue from this source of over a million dollars. The combined revenues of the associated companies and long lines department in 1935, therefore, from this source, including public address system services, were over five and one-half million dollars."

Monopoly Alleged

WHILE the revenue derived from broadcast service is not very large in comparison with total operating revenues of the system, Dr. Danielian pointed out that these services are indispensable to radio stations. He offered much testimony to show that A. T. & T. in effect had a "monopoly" in this business. He brought out, for example, that Postal Telegraph had only 3,369 circuit-miles leased to broadcasting stations as of last summer while Western Union had less than 300 circuit-miles. In contrast to this, he said, the Bell System was leasing to NBC and CBS 24,949 and 17,217 circuit-miles, respectively, at approximately the same time. In addition, he said, the Bell System leases wires to hundreds of other stations, the length of which is undetermined.

"The facts indicate that the Bell System has a virtual monopoly in the provision of wire channels to radio stations and chains. It follows, therefore, that the general principles and policies discussed in this report have influenced, or continue to influence, the radio industry as a whole.

"The report shows the methods by which the Bell System has acquired almost complete control of radio program transmission and the discriminatory practices that have been perpetrated under a condition of monopoly."

The information upon which the copious report was based, Dr. Danielian said, came from A. T. & T. and associated companies, Westinghouse, RCA, Western Union, Postal and various broadcast stations.

Some Conclusions

"THE following points are the most salient conclusions that arise out of this study," concluded Mr. Danielian. "They are here presented for convenience and will be supported in detail in the succeeding pages of the report."

(1) The Bell System's original aim in the broadcasting industry, as defined in 1923, was to control, subject to limited concessions to Radio Corp.

(*Continued on page 36*)

MANAGING MISS

Virginia Lowther Directing KIUL, Garden City

VIRGINIA LOWTHER

TO THE ranks of the feminine radio station managers [BROADCASTING, July 1, 1936] should now be added the name of Miss Virginia Lowther, recently appointed manager of the 100-watt KIUL, Garden City, Kan., located in the heart of Kansas' famous "dust bowl" but still insisting that its community is the "Garden of the West".

Charming Miss Lowther admits she is 29 years old, a native of Missouri, and a relatively recent convert to radio ranks. Since age 24 she has been a newspaperwoman, starting on the ad board of the *Wichita Beacon*, then doing a column for the *Wichita Eagle*.

About a year ago Bill Hutchinson gave her a chance before the microphone of KWBG, Hutchinson, Kan., and then Herb Hollister enlisted her on the commercial staff of KANS, new local in Wichita. A few weeks ago her big chance came, and Frank Conard appointed her manager, commercial manager and program director of KIUL.

WELI, WNBC SOLD TO BULOVA GROUP

A NEW association in the ownership of two Connecticut stations was disclosed Dec. 21 when it became known that Patrick J. Goode, postmaster of New Haven, William J. Sanders, his son-in-law, H. A. Lafount, former federal radio commissioner, and Arde Bulova, New York watchmaker and broadcast station owner, had acquired all of the stock of WELI, New Haven, and WNBC, New Britain.

Mr. Goode was elected president of the operating corporation, with Mr. Lafount vice president. Their respective stock holdings were not disclosed. WELI is a 500 watt daytime station on 900 kc., and WNBC operates with 250 watts daytime on 1380 kc., and both are applicants for full time and higher power.

Mr. Lafount and Mr. Bulova recently purchased WCOP, 500-watt daytime station on 1120 kc. in Boston, from the estate of the late Joseph M. Kirby [BROADCASTING, Dec. 15], with Mr. Bulova holding two-thirds and Mr. Lafount one-third of the stock. Mr. Lafount is also vice president of the corporation which has acquired WTFI, Athens, Ga., which has a construction permit to move into Atlanta where it is to be operated by the *Atlanta Journal* [BROADCASTING, Dec. 15].

KIUL, GARDEN CITY SOLD TO PATTERSON

AN AGREEMENT to purchase KIUL, Garden City, Kan., which operates with 100 watts on 1210 kc., has been reached by S. H. Patterson, former operator of KVOR, Colorado Springs, Col., with A. G. Gardiner and Frank D. Conard, the station's chief owners. The purchase price will be $10,000, and the station will be taken over by a new Colorado corporation, KIUL Inc., if the FCC authorizes the transfer.

Mr. Patterson recently sold KVOR for $80,000 to the interests that own WKY, Oklahoma City, and KLZ, Denver. He also has pending an application for 1,000 watts on 1570 kc. in Denver, and with William Grove, former chief engineer of KLZ, is applicant for a new 100-watt station on 1420 kc. in Cheyenne, Wyo.

Procter & Gamble Leads 1935 Network Sponsors

PROCTER & GAMBLE for the second consecutive year spent more for network radio advertising than any other advertiser, according to 12-month estimates released by the CBS and NBC. Standard Brands ranks second, Sterling Products third, Colgate-Palmolive-Peet Co. fourth; Ford Motor Co., fifth.

The estimated expenditures of leading NBC and CBS networks in 1936 follow:

NBC	
Procter & Gamble Co.	$3,299,000
Standard Brands Inc.	2,275,000
Sterling Products Inc.	1,621,000
General Foods Corp.	1,472,000
Pepsodent Co.	1,352,000
Miles Laboratories Inc.	1,291,000
General Motors Corp.	1,025,000
American Tobacco Co.	936,000
National Dairy Products (Kraft-Phenix)	770,000
Bristol-Meyers Co.	739,000
CBS	
Colgate-Palmolive-Peet Co.	$1,536,229
Ford Motor Co.	1,528,026
Campbell Soup Co.	1,314,209
Lever Bros. Co.	1,239,812
Liggett & Myers Tobacco Co.	1,094,460
Wm. Wrigley Jr. Co.	1,021,486
R. J. Reynolds Tobacco Co.	950,749
General Mills Inc.	854,046
Philco Radio & Television Corp.	717,770
American Home Products Corp.	710,172

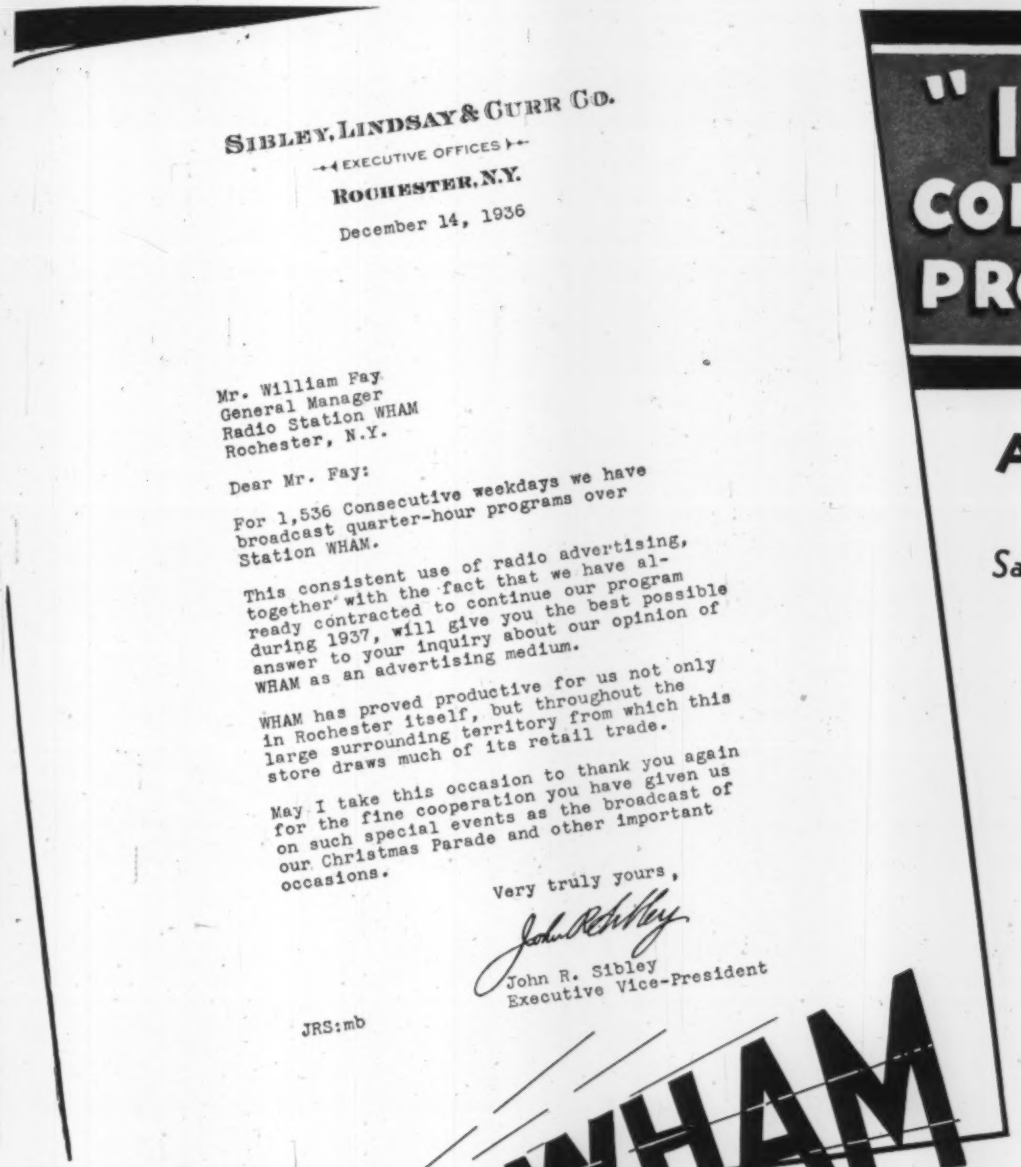
Back from So. America

JOHN ROYAL, NBC program vice president, and Paul White, CBS special events director, returned the week of Dec. 20 from Buenos Aires and other South American cities which they visited during the preceding month to arrange more program exchanges with their respective networks. Both attended the Pan American Peace Conference from which both NBC and CBS broadcast periodically, each network having also its own staff of engineers, announcers and commentators on hand.

MARTIN CAMPBELL, general manager of WFAA, Dallas, addressed the Rotary Club of Big Springs, Tex., and the Advertising League of Roswell, New Mexico, on the subject *Radio and the Prospects of Television* last month while en route to El Paso where he personally supervised the 650-mile remote pickup of the New Year Sun Carnival Parade for his station. He was accompanied by Mrs. Campbell and Henry W. Stanley, of the Dallas Chamber of Commerce.

REG M. DAGG, commercial manager of CKWX, Vancouver, has taken on additional duties as commercial manager of CJAT, Trail. The two British Columbia stations are being offered at a combined rate.

XUM



SIBLEY, LINDSAY & CURR CO.
EXECUTIVE OFFICES
ROCHESTER, N.Y.

December 14, 1936

Mr. William Fay
General Manager
Radio Station WHAM
Rochester, N.Y.

Dear Mr. Fay:

For 1,536 Consecutive weekdays we have broadcast quarter-hour programs over Station WHAM.

This consistent use of radio advertising, together with the fact that we have already contracted to continue our program during 1937, will give you the best possible answer to your inquiry about our opinion of WHAM as an advertising medium.

WHAM has proved productive for us not only in Rochester itself, but throughout the large surrounding territory from which this store draws much of its retail trade.

May I take this occasion to thank you again for the fine cooperation you have given us on such special events as the broadcast of our Christmas Parade and other important occasions.

Very truly yours,

John R. Sibley

John R. Sibley
Executive Vice-President

JRS:mb

"1536 CONSECUTIVE PROGRAMS . .

And Another Year Contracted for"

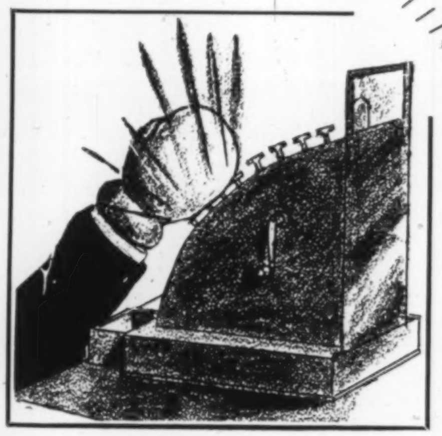
Says Department Store Head

Every week day morning for 1536 consecutive times, Sibley, Lindsay & Curr Co., Rochester, N. Y.'s biggest department store, has broadcast to WHAM's 631,200* radio families.

That Sibley's audience has been responsive is best proved by the fact that the contract has again been renewed for 1937.

WHAM is the station Western New York radio listeners tune to for dependable reception, day and night.

WHAM



50 KILOWATTS
CLEAR CHANNEL
FULL TIME
1150 KILOCYCLES

* NBC System of Audience Measurement by "Aireas."

Owned and Operated by the

STROMBERG - CARLSON
TELEPHONE MFG. CO.

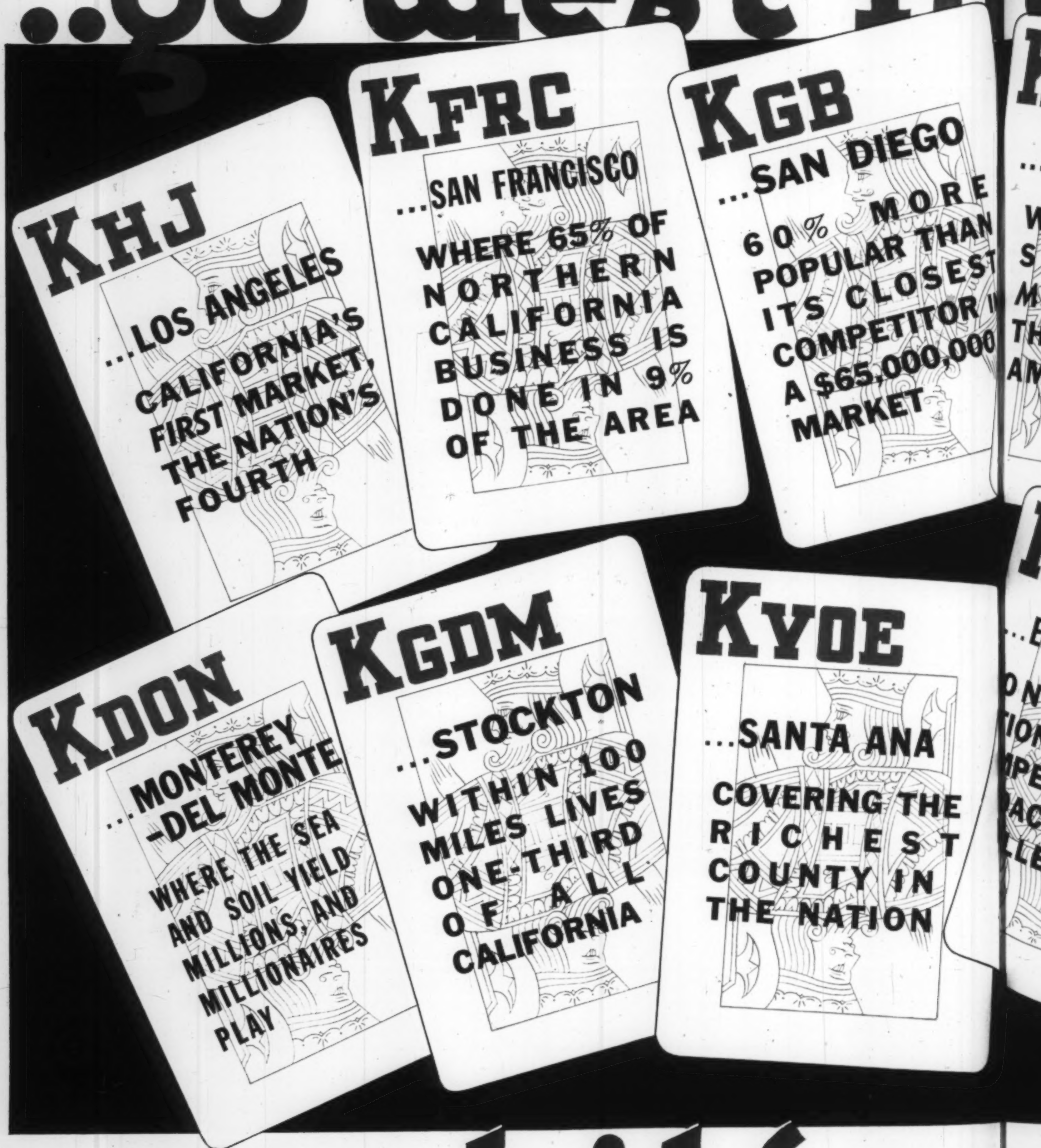
New York
Craig and Hollingbery, Inc.,
250 Park Avenue

Chicago
Transamerican Broadcasting and Television Corporation, 333 North Michigan Avenue

ASSOCIATED WITH N B C

"The Stromberg-Carlson Station"

..go west in



KHJ
...LOS ANGELES
CALIFORNIA'S FIRST MARKET, THE NATION'S FOURTH

KFRC
...SAN FRANCISCO
WHERE 65% OF NORTHERN CALIFORNIA BUSINESS IS DONE IN 9% OF THE AREA

KGB
...SAN DIEGO
60% MORE POPULAR THAN ITS CLOSEST COMPETITOR IN A $65,000,000 MARKET

KDON
...MONTEREY -DEL MONTE
WHERE THE SEA AND SOIL YIELD MILLIONS, AND MILLIONAIRES PLAY

KGDM
...STOCKTON
WITHIN 100 MILES LIVES ONE-THIRD OF ALL CALIFORNIA

KVOE
...SANTA ANA
COVERING THE RICHEST COUNTY IN THE NATION

a new bid fron

a BIG way

RE
AN
ST
R I
000

KDB
...SANTA BARBARA
WHERE PEOPLE SPEND 145% MORE THAN THE AVERAGE AMERICAN

KFXM
...SAN BERNARDINO
THREE-FOURTHS OF CALIFORNIA'S CITRUS FRUIT GROWS IN ITS PRIMARY AREA

KPMC
...BAKERSFIELD
COVERING 25 PROSPEROUS OIL, AGRICULTURAL AND CATTLE CITIES AND TOWNS

KXO
...EL CENTRO
ONLY STATION IN RICH IMPERIAL AND COACHELLA VALLEYS

A GREATER NETWORK NOW AFFILIATED WITH **MUTUAL** BROADCASTING SYSTEM

TEN STATION NETWORK GIVES YOU *MOST* OF *BEST* FOR *LEAST* IN CALIFORNIA

A new, sensational broadcasting value. Not a *two* or *three* station network but a TEN station network that really *covers* California ... that gives you the *cities* where money is *spent* — the *country* where money is *made* ● You place *one* order. Pay *one* bill. And COVER California in a manner never before possible. *Compare* DON LEE Golden Group *rates* and stations. You will find astounding *value*, astonishing *coverage!*

KHJ • LOS ANGELES
KFRC • SAN FRANCISCO
KGB • SAN DIEGO
KDB • SANTA BARBARA
KFXM • SAN BERNARDINO

DON LEE

KPMC • BAKERSFIELD
KDON • MONTEREY • DEL MONTE
KGDM • STOCKTON
KVOE • SANTA ANA
KXO • EL CENTRO

THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO

WOOLEY

the *Golden Group*

YOUR CAPITAL EXPANDS

Washington's rapid rise to 12th rank in the list of great metropolitan centers means a bigger, busier market with more money in circulation. Stations WMAL and WRC are geared to expand sales totals for local and spot advertisers—those who direct their campaigns to the capital and the rich suburbs in Maryland and Virginia.

WMAL
500-250 WATTS
NBC Blue Network

WRC
1000-500 WATTS
NBC Red Network

WASHINGTON, D. C.
Completely programmed by NBC

THESE ARE THE "*News*" IN THE LITTLE ROCK MARKET

New N. B. C. OUTLET!

★ *Only Full Time N.B.C. Outlet in Arkansas*

New PLANT!

★ *New Vertical Radiator—New Location*

New POWER!

★ *New RCA 1000 Watt Transmitter*

New COVERAGE!

★ *Most Complete of Any Arkansas Station*

New PRESTIGE!

★ *That Always Comes With Progressiveness*

New PREFERENCE!

★ *By Listener—Hence Advertiser!*

New DOMINANCE!

★ *In A Rich Market of Liberal Buyers*

KARK

890 KC. IN THE EXACT
Center OF THE DIAL

With what is recognized as the best frequency of any Arkansas broadcasting station KARK ushers in the new year by bringing radio advertisers a picture of new potential results in the Little Rock market. This excellent frequency of 890 kilocycles . . . plus affiliation with the National Broadcasting Company . . . plus high fidelity broadcasting with the only factory-built transmitter in the state operating full time and using more than 100 watts . . . plus full time leased wire facilities of both International News and Universal services . . . plus the master library of the Associated High Fidelity Transcription service . . . plus location in the largest city and buying center of the state . . . **give the KARK advertiser a sphere of influence that includes more radio families in the state than that of any other station . . .** and the lowest "mil-listener" rate.

ARKANSAS RADIO
& EQUIPMENT CO.

ED. ZIMMERMAN, *Vice President & General Manager*
LITTLE ROCK, ARKANSAS

★EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ★ NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

INVENTOR — Nathan B. Stubblefield, inventor, with his radio telephone devices, is shown (left) at his Murray, Ky., home. Photograph was taken about the turn of the century. At right is his desk set, said to have been perfected in 1902. He is said to have demonstrated radio telephony privately about a decade before that time. The home shown at left was burned but may be recreated as a memorial to the inventor.

ANOTHER 'INVENTOR OF RADIO'

New Claimant to the Title Is Uncovered by Kentucky Teachers College

A NEW claimant for the title "inventor of radio" has arisen from the backwoods of Kentucky. He is the late Nathan B. Stubblefield, a native of Murray, Ky., who, it is held, in 1902 perfected the "wireless telephone".

This amazing conclusion is reached by the State Teachers College of Kentucky, which last month launched a campaign for a national park in memory of Stubblefield. It came to light in a program broadcast over WSM, Nashville 50,000-watter, by the Teachers College.

L. J. Horten, director of publications of the Teachers College, related an absorbing and apparently a fully documented story revealing how Mr. Stubblefield transmitted messages "great distances without wires" as early as 1902. The story recounted Stubblefield's ten years of study and successful experimentation and told how, after failing to promote his new invention, he retired to a hut in the Kentucky hills. He was found dead there on March 30, 1928, apparently a victim of starvation.

The Teachers College, in its program over WSM, concluded in these words:

"We submit that Nathan B. Stubblefield was the first to discover, invent, manufacture and demonstrate equipment for broadcasting and receiving the human voice and music by wireless. He invented the radio."

Historical Document

BECAUSE of its possible historical importance, there is published herewith the text of Mr. Horten's address reviewing the claim made for Stubblefield:

"After ten years of study and successful experimentation, Stubblefield was able to prove conclusively in 1902 in Washington, New York, and Philadelphia that he was the inventor of the radio, then known as the 'wireless telephone'. He had visions of becoming a millionaire; national papers published his photograph, crediting him with having surpassed Marconi's achievements in the field of wireless transmission. Dr. Rufus Holt, now in Los Angeles, saw a telegraphed offer of $50,000 for Stubblefield's invention which, of course, was refused. For several years, Stubblefield and some of his friends tried to promote the device.

"'A Prospectus' was printed describing the invention as 'The Tryumph' (sic) of the age and worth a shipload of gold'.

"Concerning attempts to patent the wireless telephone, the prospectus stated: 'We have been granted an allowance of the U. S. patent, and by our attorneys at Washington, guaranteed the issue of patents in Canada, England, France, Spain and Belgium'. He explained they were withholding 'the issue and publication' of the home patent until they could get the foreign applications.

"Then something happened! ! ! Just what, nobody knows. Did someone steal his invention or defraud him of the plans? Was there some flaw in his patent applications? Was he merely 30 years ahead of his day, as he later explained to his neighbors? Was he threatened with lawsuits or patent infringements? Had the secret leaked out of his mysterious box?

"At least, for some unknown reason, he came home and secluded himself from his friends. His family became scattered and he lived alone in a humble shack in Calloway County. Mysterious lights, weird sounds, unexplainable 'broadcasts' out in the field, illuminated wire fences and trees helped to keep away his friends and neighbors. Proud, bitter, and disappointed, he curtly refused the assistance offered by many of his friends and relatives. For a time he lived in a shack partly lined with corn stalks to keep out the raw, cold winds.

"On March 30, 1928, a neighbor went to the little home out in the Kentucky hills and there found the dead body of Nathan B. Stubblefield. He had been dead for 48 hours. Some animal had eaten a part of his body. There was practically no food in his house. The inventor of radio had died, alone, hungry, and helpless. Today his body lies in an unmarked grave out in a county graveyard near Murray.

A Slight Tribute

"IN 1930, an awakened citizenry erected a modest monument in his honor on the campus of Murray State College, 100 feet from his home — the birthplace of radio. Now a movement is on foot to make it a State and National park with a broadcasting station to announce to the world that 'this is the home of Stubblefield, inventor of radio'.

"What proof have we that these statements are true? In a fireproof vault at Murray, we have a copy of the Canadian patent application, parts of the original coils and equipment, photographs of the broadcast demonstrations on the Potomac and at Philadelphia, pictures of the broadcasting and receiving sets, affidavits of those who heard and saw this man work.

"The *World Almanac* for the past three years has named Stubblefield as one of America's great inventors, along with Edison, Westinghouse, Bell, Whitney, Morse, and Franklin. *Famous First Facts*, by Joseph Nathan Kane, published in 1933 by H. W. Wilson Co., New York, officially credits Stubblefield with the honor of being the first to broadcast without wires, and the first to demonstrate such equipment over water.

"In a copyrighted book *The World's Progress*, published in 1902, Trumbull White says: 'Now comes the announcement that an American inventor, Nathan B. Stubblefield, unheralded and modest, has carried out successful experiments of telephoning, and he is able to transmit speech for great distances without wires'.

"Although we believe we can prove that Stubblefield's earliest experiments preceded those of Marconi in the field of wireless, we are not attempting to detract from the achievements of Marconi, Poulson, Tesla, Tessenden, De Forest, and others. As the telegraph and the telephone are separate and distinct inventions, so are the wireless telegraph and the wireless telephone different inventions and mechanicisms. The 'wireless telephone' is the 'radio telephone', or, simply the radio. We submit that Nathan B. Stubblefield was the first to discover, invent, manufacture, and demonstrate equipment for broadcasting and receiving the human voice and music by wireless. He invented the radio."

Civil Union Cites Censorship Cases

Alleged Instances Are Given In Booklet on Air Freedom

ASSERTING that American radio is censored, and citing several score of alleged case histories, the American Civil Liberties Union, New York, has released a pamphlet titled *Radio is Censored!* and compiled by Minna F. Kassner, New York attorney, in collaboration with Lucien Zacharoff. The booklet, it is stated, was published "to make clear the necessity of further federal regulation for greater freedom on the air."

The Civil Liberties Union has already announced its intention of pressing in the next Congress for legislation contained in the four bills sponsored by Rep. Scott (R-Cal.) in the last Congress and prepared by the Union's radio committee.

Censorship is exercised on the radio, according to the booklet, by "(1) simply refusing to sell time or fulfill contracts to broadcast; (2) demanding copies of speeches and cutting them in advance; (3) drowning out or cutting off a speaker in the middle of a program; (4) relegating speakers to early morning hours when all but radio maniacs are in bed."

Alleged Censorship

TWENTY-SIX of the 56 pages of the booklet are devoted to some 70 "selected cases of radio censorship" secured from correspondence and from magazine and newspaper articles by the authors, with alleged instances of censorship on the part of individual stations, which are named, cited in summary form and covering such subjects as politics, religion, labor troubles, social diseases, etc. In a slipsheet accompanying the booklet, the Union asks its friends to campaign for remedial legislation in Congress by giving any other instances of censorship on the air, by sending the pamphlet to local public libraries or "to somebody in the radio business who may perhaps profit by reading it," and by supporting the proposed legislation.

The four bills which the Union will seek enacted in the 1937 Congress would (1) require that each station as a condition of its license set aside a regular period "at desirable times of the day and evening for uncensored discussion on a non-profit basis of public, social, political and economic problems and for educational purposes"; (2) make it mandatory for every station presenting a controversial issue to give a hearing to at least one opposing view; (3) free stations, but not speakers, from legal liability for remarks on such programs; (4) compel stations to keep accurate and public records of all applications for time, indicating which are granted and which are refused.

The Union's radio committee is headed by Bethuel M. Webster Jr., former general counsel of the Federal Radio Commission. Other members are Henry J. Eckstein, New York attorney, secretary; Roger N. Baldwin, director of the Union; Morris L. Ernst, Union general counsel; Norman Thomas, Socialist leader, and Dr. Levering Tyson, director of the National Advisory Council on Radio in Education.

★

130,000,000 people didn't grant 500 people the right to use their radio facilities to broadcast lengthy commercial announcements such as this one tendered KGIR for broadcasting:

Radio Continuity from
______Advertising Company
____________(City & State)
_______________Company

Five-Minute Broadcast
No. 8-A
Station, KGIR. Date 12/18/36

Ann: Do you like pop corn? Then stand by for our weekly pop corn party. (Dean of announcers) is using his big new ---------- Corn Popper, so let's join in the fun. Here's (dean's) house now. (SOUND OF RAPPING. DOOR OPENS). Hello, (first name) — how's chances for some pop corn?

Dean: Great (first name) come right in. We're just getting the popper ready.

Ann: That's a mighty good looking popper. I like that black gun-metal finish.

Dean: It's the grandest popper I ever saw. And just think—the price is only a dollar!

Ann: Tell me (first name) how can they sell a big electric corn popper like that for less than two or three dollars?

Dean: Electrical designers are pretty smart these days (first name). This ------------ Popper was built to retail for one-fifty, but the ----------- people wanted to let every family enjoy this popper. That's why they set the price at one dollar, postpaid.

Ann: It's an amazing value.

Dean: Doubly amazing when you remember that, with every popper, you get a full-size tin of ---------- Pop Corn free, holding enough to make 9 or 10 quarts when popped.

Ann: Where do you send the dollar?

Dean: Send it to ---------- at Station KGIR, Butte.

Ann: But suppose somebody isn't satisfied with their popper?

Dean: They simply return the popper, and get their dollar back. The ---------- people guarantee that this big electric popper is the finest home popper you have ever seen at any price, or your money will be cheerfully refunded. Another big point — this popper is approved by Good Housekeeping Institute.

Ann: What does that mean?

Dean: It means that the ---------- Popper had to pass, perfectly, four of the most exhaustive tests that could be devised. First, there's the safety test. The popper is hooked up and subjected to a high potential current of 900 volts.

Ann: What's the reason for that?

Dean: To test the insulation thoroughly. Then there's the life test, where the popper is left standing, with current on, for more than 140 hours.

Ann: 140 hours! Say, you'd hardly use a popper that much in five years!

Dean: True, so the test proves that these ---------- Poppers are good for years of service. Then there's the construction test — in which each part of the popper is thoroughly checked to make sure that it is unusually strong.

Ann: And the fourth test?

Dean: Most important of all—the popping test. And when it comes to corn popping, this ---------- Popper really shines. You see (first name) it means a lot to know that your ---------- Popper is approved by Good Housekeeping.

Ann: Yes, and this talk makes me hungry. Where's that pop corn?

Dean: I've already plugged in the popper, and put in the butter.

Ann: Do you *have* to use butter?

Dean: Oh, no—any salad oil, or any cooking substance like lard or bacon grease will do. Well, here goes the corn.

Sound: POURS CORN INTO POPPER, SLOWLY ENOUGH SO THAT LISTENERS CAN HEAR THE KERNELS. DON'T POUR TOO MUCH. POPPER SHOULD BE CLOSE TO MICROPHONE.

Ann: Say (first name) didn't you promise to tell our listeners how to use pop corn in making Christmas decorations?

Dean: I'll do that right now. The best way is to make pop corn chains.

Ann: How do you do that?

Dean: It's easy, and lots of fun, especially when several youngsters work together. First, thread some needles with heavy white. Better thread it double. Then set a big dish full of popped corn where everybody can reach it.

Ann: And then you use the needles to string pop corn on the thread?

Dean: Exactly. You can make the chains as long as you want to. When your chains are completed, drape them artistically over the branches of your tree.

Ann: White pop corn chains ought to look good on a green tree.

Dean: They do—but the chains don't have to be all white. Red and green are often used.

Ann: How do you make colored pop corn?

Sound: START TAPPING BOTTOM OF INSIDE OF POPPER TO INDICATE CORN IS STARTING TO POP.

Dean: By getting some pure food coloring at any grocery store. After popping the corn as usual, you make a sugar syrup, cooking it to the hard-ball stage. Then put your food coloring into the syrup and pour this colored syrup over the popped corn, stirring it until all kernels are coated.

Ann: Suppose you want to use more than one color?

Dean: Simply divide your syrup into two bowls. Put one coloring, perhaps red, into one bowl and the other coloring, say green, into the other.

Sound: POPPING BEGINS TO SPEED UP.

Ann: Say, couldn't you put pop corn balls at the ends of these chains?

Dean: That's a good idea, but the pop corn balls may vanish mysteriously.

Ann: Well (first name) you can't blame anyone for eating a pop corn ball.

Sound: PAUSE IN DIALOG. POPPING NOW COMES IN VERY FAST, THOUGH STILL IRREGULAR.

Ann: Listen! Does ---------- always pop like that?

Dean: Right—and wait till you taste it.

Ann: Well, I don't want to wait much longer.

Sound: POPPING SUDDENLY SLOWS DOWN — JUST A FEW SCATTERED POPS REMAIN.

Dean: I think it's all popped. Here, I'll take off the lid. Dig right in!

Ann: Will I? Um-m—say (first name) where can you buy this pop corn?

Dean: Nearly every grocer has ----------. It's the largest selling pop corn in America.

Ann: We have pop corn every Sunday evening, but I never saw corn pop like this.

Dean: That's because ---------- is Volumized. To pop well, pop corn must contain just enough moisture. The Volumized process is a patented process, used exclusively by ----------. It insures the correct moisture-content. Pop corn in bulk or paper cartons often dries out, then won't pop. But ---------- is sealed in air-tight tins, so it can't dry out. That's why ---------- is the one pop corn guaranteed to pop perfectly.

Ann: Well, I'm going to get some ---------- right away, because we need plenty of pop corn for Christmas and the holidays. (PAUSE) Did you say these ---------- Poppers sold for one-fifty?

Dean: They were built to sell for one-fifty, but ---------- special price is just one dollar postpaid. For real fun, this popper can't be beat. Just think, a big electric popper and a tin of ---------- Pop Corn, all for only a dollar.

Ann: That's a lot less than most of us pay for a single evening's fun.

Dean: Sure—and your ----------Popper means fun for months. Next winter, and in winters to come, you'll still enjoy this grand ----------Corn Popper. You simply can't lose. Either you agree it's the finest popper you ever used —or you get your money back.

Ann: Can you buy these ---------- Poppers in stores?

Dean: No—you have to order by mail. Order as many poppers as you like, but be sure to enclose a dollar for each popper. Better order right now, because the supply of these poppers won't last forever.

Ann: Where do you mail the dollar bill?

Dean: Mail your dollar bill to ----------, care of Station KGIR, Butte.

The 130,000,000 people of this country have a right to a better radio service and KGIR endeavors at all times to give such a service. We refuse all announcements over 1 minute in length. Consequently our listeners are tuned in a greater number of hours daily and are in a more receptive mood when advertising is broadcast.

★

KGIR

BUTTE, MONTANA **"The Richest Hill on Earth"**

Listening Habits And Purchasing of Wealthy Analyzed

CBS Discovers Upper Crust Much Like Average Folk

"THE average for the families included in the survey was 3 radios for each household. 18% of the families owned 5 or more radios. Two families reported the possession of 14 sets each."

Thus CBS starts a brief booklet titled *The Very Rich* in which it narrates the results of a study made among Boston's richest families by the Bureau of Business Research of Boston University. A sample of 250 selected families in Metropolitan Boston was selected, amounting to 5% of the families having annual incomes of $10,000 and over.

How They Listen

HERE ARE some more statements from the survey:

Sixty-two of the families reported from four to six hours and more of daily listening, the average for all families being slightly under three hours a day. The figures cover only the person interviewed in each case, and do not include all the radios in the house.

The five first choices among all programs in all categories were: Boake Carter, Major Bowes, Rudy Vallee, news bulletins in general, Ford Symphony Hour. The five leading choices among classical and semi-classical programs were: Ford Symphony Hour, Metropolitan Opera, General Motors Symphony, symphony concerts in general, New York Philharmonic.

The first five variety programs were: Major Bowes Amateur Hour, Rudy Vallee, Robert Ripley, Magic Key of RCA, Cities Service. The first five choices among comedians were: Jack Benny, Fred Allen, Burns & Allen, Eddie Cantor, Easy Aces.

From these selections is drawn the conclusion that the very rich are not remarkably different from just folks in their radio preferences and it is suggested that they respond to programs in the same way and are exposed to the sales message in the same way.

As a moral, CBS draws this: "It costs nothing to catch the interest and attention of a millionaire—by radio. You get him with the same program, at the same time you get everybody else."

In an appendix it is pointed out that the rich are pace-makers for the buying habits of the entire population.

Nestle's New Coffee

NESTLE'S MILK PRODUCTS Inc., San Francisco, to introduce its new Alpine Coffee to consumers, on Jan. 4 starts an 11-week campaign, using minute daytime announcements on eight Pacific Coast stations. Daily news flash announcements will be used on a staggered schedule. Only KGO, San Francisco and KFI, Los Angeles, will be used the first month, with KOIN, KMED, KFBK, KMJ, KFXM and KFSD, to be added to the schedule Feb. 1. Other Pacific Coast stations will also be used later. Leon Livingston Adv. Agency, San Francisco, has the account.

Chet Thomas to KFRU

Mr. Thomas

C. L. THOMAS, well-known broadcaster, on Dec. 21 was appointed general manager of KFRU, Columbia, Mo. The station is operated by the *St. Louis Star-Times* of which Elzey Roberts is publisher. Mr. Thomas left the sales staff of KSD, St. Louis, to take his new assignment. He was with WLW for six years, resigning his post as manager of station activities in 1934 to join WINS, New York. He was transferred to WCAE, Pittsburgh, also a Hearst-owned station, as manager in 1934 and remained until the following year, afterward returning to WINS as sales manager.

Foreign Programs

VIOLA & FURMAN, representatives devoting their interests exclusively to the foreign language field, announced Dec. 17 that in their operations they did not wish to create the impression they had formed a network for New England devoted entirely to such broadcasts. They declared that wherever practical, telephone lines will be installed connecting stations desirable for foreign language broadcasting, and that at present five stations in New England are carrying programs directly from New York by wire, but that this foreign business constitutes only a small percentage of their commercial schedules.

SPURNS MONEY

Religious Sponsor Offered Free Time on KGIR

THESE days, when a station accepts a commercial program under ordinary circumstances it isn't news. But when one turns down a commercial yet offers to take it as a "public service" feature provided it measures up to qualifications, that meets the standard of the "man biting the dog". That's what happened at KGIR, Butte, Mont., just before Christmas. And here's how:

R. H. Alber Co., Los Angeles, wired Ed Craney, manager of KGIR, to clear an hour on Sundays between 6 and 9 p. m. for the Gospel Broadcasting Association's transcription, expected to start Jan. 10, as part of what evidently would be a national spot schedule. Mr. Craney replied that broadcasting of religious and other nonprofit programs from KGIR was "strictly noncommercial". He added:

"The Butte Ministerial Association decides what should or shouldn't be presented locally in the form of religious programs from this station. If the Gospel Broadcasting Association programs have merit the Butte Ministerial Association can broadcast them free of charge. No religious programs soliciting funds acceptable."

MERRILL MEYERS, of the WBBM-CBS continuity department in Chicago, has succeeded Hal Hudson as chief continuity editor, as the latter was assigned to full time on the William Wrigley Jr. account. Reed Johnston, formerly of WLW and a former newspaperman, has joined the department.

Field Studies on Coverage of Stations To Be Considered by Joint Audit Group

ACTUAL FIELD studies on broadcast station coverage, to be considered as one of the fundamental phases of the project looking toward creation of a cooperative radio audit bureau, were decided upon Dec. 16 by the Joint Committee on Radio Research, representing equally the NAB, American Association of Advertising Agencies, and Association of National Advertisers.

The Committee simultaneously received from Paul F. Peter, secretary, a report covering his analysis of coverage data completed during the last six months. It also continued Mr. Peter's tenure. There also remains to be accomplished a survey of listening habits studies. The Joint Committee approved subscription of additional funds by the NBC, CBS and NAB, the latter to contribute for the first time.

The Joint Committee met after a meeting on the preceding day of the Committee of Seven, representing the NAB on the radio research project. On Dec. 14, the technical committee, acting for the Joint Committee, held its final meeting on the preliminary draft by Mr. Peter and agreed to submit it to the full Joint Committee. This report was based on a questionnaire analysis of various types of coverage data compiled by stations and networks. The report itself was not made public.

The new field studies probably will include various methods of making field tests undertaken by stations and networks, sampling of coverage and construction of questionnaires. It is also likely that several questions on listening habits will be included in the new studies since it contemplates door-to-door canvassing in sample markets. The Joint Committee project originally envisaged creation of an audit bureau for radio, to be governed cooperatively by the three trade associations representing broadcasters, agencies and advertisers, which would be patterned largely after the Audit Bureau of Circulations in the publication field. Standardization of coverage and listener habits surveys is the ultimate objective. The project was first proposed three years ago by the NAB and has been the subject of study ever since.

Changes in both the NAB and the AAAA membership on the Joint Committee were effected at the meeting. Chester La Roche, president of Young & Rubicam Inc., succeeded Charles E. Gannon as a AAAA member by virtue of his chairmanship on the Radio Committee of AAAA. James W. Baldwin, NAB managing director, replaced Alfred J. McCosker, president of WOR.

In addition to continuing studies of coverage and listening habits, the plan for revising radio set figures by counties was approved. It is expected that new set figures will be available within three or four months. Whether any changes will be made in the formula for computing set figures, it is understood, will be decided by the technical subcommittee at a future meeting.

Service Is Reduced By Affiliated Chain

Personnel Also Is Slashed in New Retrenchment Drive

A REDUCTION in operations that brings its service to member stations down to a total of nine hours of programs a day was put into effect Dec. 21 by Affiliated Broadcasting Co., midwestern regional network. This move, which was accompanied by a payroll cut that eliminated most of the network's dramatic talent and continuity writers as well as several engineers and a number of typists and other office employes and reduced the salaries of the remaining staff members, followed a series of meetings between network officials and station managers.

Under its new schedule, ABC network supplies its members with programs during the following hours: 7:30-8 a. m., 8:30-9 a. m., 9:30-11 a. m., 1-4 p. m., 6:30-7 p. m., 8-11 p. m. Of this time, five half-hours are originated by various local stations and piped from them to the rest of the network. These programs include a traffic court broadcast from Evansville, Ind., a string trio from Green Bay, Wis., a sports review from St. Louis, a dinner music program from Hammond, and a dance orchestra from Rockford. The network itself chiefly originates chiefly talks, singers, and hillbilly music, its attempt to avoid the high musicians scale in Chicago by originating all musical programs from out of town having resulted in an "unfair" classification by the American Federation of Musicians which prevents the network from hiring any union musicians.

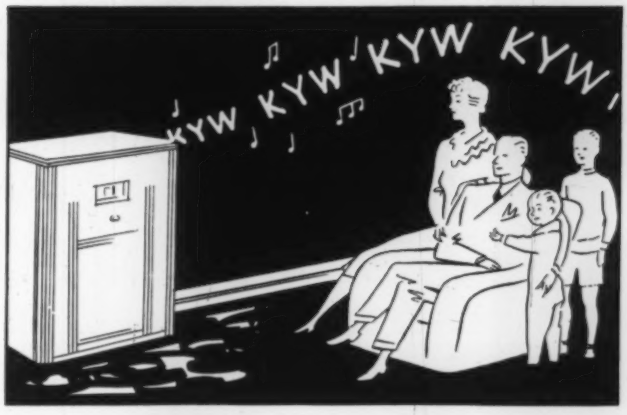
History of Network

WHEN Affiliated was started in the spring and sales did not immediately materialize, the board of directors in June put through a general salary reduction for all employes and soon after named a board member, T. E. Quisenberry, as executive vice-president, with authority to examine the chain's operations and to suggest changes. A series of meetings during the summer culminated in the resignation of Samuel Insull, through whose influence capital had been raised to launch the network, as president and general manager and the appointment of Clarence Leich of Evansville, as general manager. At the same time the second major economy move was made, eliminating a group of employes.

Mr. Leich assumed the duties of sales manager and thereafter cut down expenses by closing the New York and Detroit offices and appointing Weston, Fryckman & Allen as national sales representatives. The latest retrenchment move is in line with Mr. Leich's efforts to keep the overhead down to a minimum until such time as increased revenue through the sale of time will permit expanded activities.

APPLICATIONS of K. K. and A. C. Kidd for a new 100-watt daytime station on 1420 kc. in Taft, Cal., and of WRBC Inc. for a new 1,000-watt station on 890 kc. in Youngstown, O., were denied by the FCC Broadcast Division Dec. 15. On Dec. 15 the division also denied the application of J. R. Maddox and Dr. W. B. Hair for a new 1,000-watt station on 590 kc. in Chattanooga, Tenn.

SELLING WHERE SELLING COUNTS



The incentive to buy starts in the home—center of human needs. Philadelphia, third largest market, has the greatest number of single family homes in the United States. Local favorite, station KYW gets in and sells where selling counts most.

KYW

10,000 WATTS
NBC Red Network
PHILADELPHIA

Completely programmed by NBC

A.T. & T. Under Inquiry

(*Continued from page 26*)

of America, General Electric Co., and Westinghouse Electric & Manufacturing Co., the manufacture and sale of radio transmitting equipment, operation of radio stations, and the wire facilities associated therewith.

(2) When it became apparent to the American Company that its rights under the license agreement of July 1, 1920, were not, according to the views of the referee in arbitration (1924), as broad as at first anticipated, the telephone group (a) gave up its broadcasting business (1926); (b) granted General Electric Co. and others, equal rights with itself in the sale of transmitting equipment (1926); and (c) through the acquisition of exclusive patent rights (1926) and the continuance of certain practices (1923 to 1936) sought to make the furnishing of wire facilities an exclusive Bell System function.

(3) The Bell System used its position as a utility in control of extensive networks of local and long distance telephone circuits to protect the patents of American Telephone and Telegraph Co. which were useful in the manufacture and sale of broadcasting apparatus. The American Company directed the associated telephone companies to defend its patents by denying wire services to broadcasting stations not licensed under A. T. & T. Co's patents (1923 to 1928) without any contractural obligation on the part of the associated companies (according to the opinion of the legal department of A. T. & T.).

(4) Prior to July, 1926, New York Telephone Co. denied network service to two or more stations, because it was the policy of A. T. & T. not to give such service. The American Company and associated companies were at the same time giving such service to the Bell-owned station WEAF. The New York Co. protested such unequal treatment, but the American Company wished to retain this business for Bell-owned radio stations. Network service was given to non-Bell stations after A. T. & T. agreed to sell Station WEAF to Radio Corporation of America (July 1, 1926).

(5) The Bell System, under the aegis of the American Company, has refused to interconnect with the wire facilities owned by others, in order to eliminate competition in the furnishing of wire facilities for radio program transmission. Thus, the Bell System has used its strategic position in control of telephone circuits to extend and protect its control over the wire facilities necessary in transmission of radio programs.

Exclusive Circuits

(6) THE BELL System, by virtue of its policy with respect to interconnections, limits the distribution of programs unless they are routed over Bell circuits exclusively.

(7) The Bell System has practiced discrimination in the exercise of its monopoly position and in the application of its policies in giving wire services to broadcasting stations, and with respect to interconnections with other wire-using companies. Although A. T. & T. licenses were required from broadcasting stations before they could obtain wires from the associated companies, in many cases exceptions were made, often with a view to public relations. Similarly, although refusal to interconnect Bell wires with those of others is a long-standing policy of the Bell System and is not incorporated in tariffs filed with the FCC, there have been many exceptions which permitted some radio stations to avail themselves of the less expensive telegraph company circuits, whereas others have been denied the same privilege.

(8) The Bell System incorporated the policies with respect to wire telephony used in conjunction with broadcasting in tariffs filed with the FCC, using these tariffs as arguments against modification of long-established policies.

(9) Various Bell Telephone companies have allowed violations of their filed tariffs in specific cases with respect to interconnections. Thus, there has been discrimination by the Bell System in the application of their tariffs to different broadcasting stations.

(10) Certain Associated Bell Telephone companies have amended their filed tariffs with the FCC to allow exceptions to their policies, thus giving rise again to discrimination between favored interests and others.

(11) The desire to prevent unfavorable publicity, and on occasion, uncertainty with regard to the legal foundations of the policies, have been principal reasons in the discriminatory application of policies and tariffs.

Service Contracts

FINISHING with his preliminaries, Dr. Danielian then went into the first phase of his study covering the "contractual" background. In this, he reviewed the history of A. T. & T. in broadcasting, its dealings with other large companies in the electrical and manufacturing field, the 1932 consent decree which resulted in the separation of General Electric and Westinghouse from their controlling interest in RCA and related matters. He discussed the license agreement entered into in 1920 dealing with radio transmission patents and the sale, in 1926, of WEAF, then owned by A. T. & T., to RCA for $1,000,000, of which $800,000 represented good will. In consummating that agreement, he brought out, the understanding was that the Bell System would stay out of the broadcasting end of the radio business. He read into the record numerous provisions of the agreements.

Dealing with alleged discrimination between NBC and CBS, Dr. Danielian contended that the service contract with NBC is more favorable than those given CBS or other broadcasters. Referring to the service agreement of July 1, 1926, between RCA and A. T. & T. as a part of the general settlement of disputes and exchange of rights between the companies, he said that in consequence of RCA's position in radio patents and in exchange for other concessions obtained at the time, RCA [owning 100% of NBC] received a service agreement which was more favorable than the service contracts granted to other broadcasters. He enumerated a dozen differences in the contracts held by NBC and CBS but explained under examination by Vice Chairman Brown that the alleged discriminatory provisions had never been exercised. At this point Commissioner Brown asked:

"Have you found any evidence that Columbia Broadcasting System has not been able to obtain ample facilities?"

Dr. Danielian replied in the negative.

Among the discriminatory provisions, according to the economist, were ones providing that CBS, under its contract, must subject itself to rules and regulations from time to time established by A. T. & T., whereas the NBC agreement does not carry such a provision; that A. T. & T. is specifically obligated to furnish NBC network regular extensions between toll test boards in the United States, whereas the telephone company is under no obligation to furnish any facilities to CBS: that no provision is made with NBC for cancellation of facilities obtained from the telephone company, whereas the CBS contract provides for cancellation upon 30 days' notice after the expiration of one year after the date of installation; that NBC may use the facilities for a variety of purposes including picture transmission, whereas the CBS contract provides the facilities are for use in one way radio program transmission, and, finally, that RCA has written rights to make the interconnection with Bell facilities and facilities of others under certain conditions, whereas no such provision is accorded CBS.

Licensing Policy

A CONSIDERABLE portion of the report was devoted to the station licensing policy of A. T. & T. at the outset of its operations—a practice which was eliminated in 1928. During the period from 1923 to 1928, however, the report stated that it was the policy of A. T. & T. and its associated companies to deny use of wire facilities to stations which were not licensed by A. T. & T. in order to protect the A. T. & T. patent position in the radio industry. The A. T. & T. chose this method, Dr. Danielian said, rather than enforce patent infringement claims by court action. License fees were set up which incorporated a fee of $500 for stations of 5 watts input up to $2,000 for stations of 500 watts. The minimum fee was $500.

A uniform policy was adopted afterward of licensing educational and experimental stations for a nominal fee of $1. In essaying to enforce these provisions A. T. & T. brought an infringement suit in 1924 against WHN, New York. This case was settled out of court. Dr. Danielian said the files of A. T. & T. contained 34 volumes of correspondence regarding the licensing of stations. In 1926, A. T. & T. collected nearly $90,000 in license fees and in 1927 the figure rose to more than $104,000. It dropped to about $64,000 in 1928.

Dr. Danielian read a letter sent out by A. T. & T. in 1928 to heads of associated companies removing the provision. He described this action as follows:

"Thus, by this letter, the practice begun with Radio Bulletin No. 4, of May 9, 1923, of refusing wires and Western Electric parts to stations which did not obtain a license from A. T. & T. or which did not purchase complete broadcasting station equipment from Western Electric, was terminated. There still remained, however, the question whether the American Company should continue requiring broadcasting stations to obtain licenses under their patents, charging them for such licenses their established fees."

In the early days of network service, according to Dr. Danielian, the policy of A. T. & T. was "to refuse to supply circuits to connect two broadcasting stations in order to retain that business for itself. Such service was refused independent broadcasters in 1925, while WEAF, owned and operated

(*Continued on page 43*)

APEX STATION ON ITS OWN

Complete and Separate Schedule Is Broadcast by 26.4 mc. Subsidiary of WTMJ

W9XAZ, the *Milwaukee Journal* ultra-high frequency experimental broadcasting station, operating in what was formerly known as the "apex" band, comes up with a "first" in its field. So far as known, it is the first station of its kind to originate programs of its own on regular exclusive schedules and to pickup remote control broadcasts separately from WTMJ, the regular broadcasting station operated by the newspaper.

The purpose of this new activity for W9XAZ is to determine more accurately and fairly public reaction to ultra-high frequency broadcasting.

The FCC for the past year has encouraged research in the ultra-high frequencies to ascertain possible practical application of this spectrum in a private service which would meet the requirements of public interest, convenience and necessity. Most of the experimental work until now has been limited to use of the programs of a regular broadcasting station.

An Identity of Its Own

THE operators of W9XAZ feel, however, that using programs originated by WTMJ cannot give a true picture of public reaction to W9XAZ in its primary service area. Why, asks the *Journal*, should listeners tune in W9XAZ when they can hear the same program on WTMJ, in the standard broadcast band?

It is hoped that by giving W9XAZ an identity of its own with original programs and special event broadcasts, the *Journal* can furnish more specific data to the commission in this phase of ultra-high frequency research.

W9XAZ started its remote control activities last month with a two-hour broadcast direct from Madison of the testimonial dinner for Head Coach Harry Stuhldreher of the University of Wisconsin. Within the next few months it will broadcast the Marquette University basketball schedule, local boxing matches and other special events.

W9XAZ will borrow staff artists from WTMJ for its own programs, and Russ Winnie and other WTMJ staff announcers will handle the shortwave station's sports broadcasts.

The *Journal* feels that W9XAZ can perform a valuable public service, in that it will air special events and other program features which, because of full schedules, WTMJ cannot broadcast, and which other Milwaukee stations do not carry.

W9XAZ operates on 26.4 megacycles, a frequency excluded from reception on many radio sets. Plans are now under way to make the 26.4 megacycle band available to owners of any receiver, even those which do not carry any shortwave bands. To arouse interest in this project and to give publicity to W9XAZ, a contest has been devised inviting suggestions as to how to build an inexpensive converter so that the 26.4 megacycle broadcasts may be heard on the average set. The contest will be conducted in the columns of the *Milwaukee Journal* and over the shortwave station.

Join the Swing to Collins

WTAD, 900 kc., Quincy, Illinois is the proud possessor of one of the neatest, most modern 1000 watt transmitting plants in the country. The Collins 20C Transmitter is installed in an attractive building where the program is pumped into a vertical radiator with little flourish, great simplicity and efficiency. Chief Engineer, Francis Wentura, (in photograph) is responsible for the well coordinated layout, a novel feature of which is an overhead concentric transmission line suspended by a messenger cable.

★

More and more stations are joining the swing to Collins. Broadcasters who spend their money for equipment carefully, who make certain they are getting the most modern design, the greatest eye-appeal, and most of all, the greatest built-in dependability and fine performance, are thinking more and more in terms of Collins Equipment. It is time for you too, to inform yourself as to the advantages of relying on Collins for your present and future needs.

★

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

Assembling of New Congress Finds Little Radio Legislation

Elaborate Plans Made for Pickups of Opening Day Of Congress Jan. 4 and Inauguration Jan. 20

JANUARY will witness not only the convening of a new Congress but, on paper at least, the induction into office of a "new administration" as President Roosevelt begins his second tenure of office. Radio cuts rather an insignificant picture in a legislative or regulatory way in these events, but it is preparing to do an unprecedented job on both occasions to keep the public informed.

For the inaugural on Jan. 20, NBC, CBS and Mutual already have made plans for separate pickups and have assigned their staffs. All regular programs during the day will give way to word pictures of the event.

Elaborate plans also have been made to broadcast the opening of Congress Jan. 5. While details have not yet been made public, Washington divisions of the two major networks have discussed arrangements with Capitol officials. Mutual, operating through its Washington affiliate, WOL, also will have a separate pickup.

On the legislative side, the view is generally prevalent that the second term of the Roosevelt administration will have definitely conservative leanings. While radio itself is not counted upon to figure prominently as a legislative issue during the earlier days of the new Congress, there will be other general legislative measures which unquestionably will affect the industry along with others.

Food and drugs legislation, sponsored by Senator Copeland (D-N. Y.) during the last three sessions, is almost certain to be revived, with good chances for enactment. The biggest question mark relating to it is whether the Department of Agriculture or the Federal Trade Commission will be given regulatory control. The proposal that the Department be given the control proved the stumbling block at the last session.

Substitute NRA legislation to regulate industry and hours and wages also is regarded as a foregone conclusion. The broadcasting industry, on the whole, however, already has adapted itself to employment methods that probably would conform in general with any such legislation. Reintroduction of trade practice provisions along the lines of those in the industry code of 1934, however, would have far-reaching effects.

Of first importance to the broadcasting industry will be proposed new copyright legislation in the form of a reintroduced Duffy Bill, which died at the last session as the result of a House Committee stymie, after it had passed the Senate. The measure would eliminate the statutory minimum damage provision of $250 for innocent infringements, among other things, and leave damages to the discretion of the courts. It failed in the House because of the outspoken opposition of Chairman Sirovich (D-N. Y.) of the Patents Committee and certain of his colleagues. Every effort will be made, it is reported, to dispose of this proposed new legislation speedily.

Talk current during the recess of a "Congressional investigation" of radio, and more particularly of the FCC, has largely subsided. Both Senator Wheeler (D-Mont.) and Rep. Rayburn (D-Tex.), respective chairmen of the Senate and House Interstate Commerce committees, have stated they see no reason for an investigation at this time. What transpires on the floors of the houses, however, in the final analysis will govern, for if there is a hue and cry for an investigation from responsible sources, it is logical to suppose one will ensue.

Thus far the only pronouncement made in connection with legislation affecting broadcasting has been that of the American Civil Liberties Union, which has stated it will sponsor four bills dealing with freedom of speech and radio censorship which were offered at the last session by Rep. Scott (D-Cal.). Drafted by the radio committee of the Union, these measures delve into such questions as public forum periods on the air without censorship, equal treatment on controversial issues and freeing of stations from legal liabilities for utterances over their facilities.

Miscellaneous Measures

OF THE score of measures which died with the last session, it is logically expected that several will be reintroduced. It is an established custom in both houses for members to reintroduce pet bills, and radio measures seem to fall in that category. For example, there probably will be reoffered measures to prohibit use of radio for advertising of loans with interest rates to exceed 15% per year; prohibition of advertising of intoxicating liquors over the air; proposals whereby losing applicants in cases before the FCC will be called upon to pay full costs of proceedings; measures proposing allocations and facilities to particular groups, and similar efforts.

Whatever the legislative outcome, it is a good guess that radio will figure prominently in floor discussions. The important part played by radio in the presidential elections will make it a favored topic of Congressional discourse. Within inner Democratic circles, moreover, there is a pent-up desire to lambast antiadministration newspapers by playing up the radio job of the campaign as contrasted to the showing of newspapers which editorially espoused the Republican opposition.

There has been no diminution in talk about possible legislation—perhaps in a year or two—whereby newspaper ownership of broadcasting stations would be terminated. Senator Wheeler started this trend of conversation two years ago and it has been picked up in other quarters.

While the suggestions of divorcement of newspaper ownership of stations have been made, the real issue seems to be multiple ownership of stations by newspapers, particularly in the same community. The theory there is that it becomes dangerously close to monopoly of public opinion.

AUDIENCES BY FAMILIES

Another Reason Why
WXYZ
is a Powerful Sales Influence in the BIG ACTIVE
DETROIT MARKET

With the aid of the largest staff of engineers, announcers and dramatic players of any station in Detroit, WXYZ's production department has been successful in building programs that appeal to everyone. The "Lone Ranger" – now on 10 stations – and "Green Hornet" are typical of WXYZ's masterful showmanship and ability to please family groups.

WXYZ

The Charmed Circle—
A 40-MILE AREA
Dominated by WXYZ

WXYZ dominates a 40-mile area where retail sales amount to more than four hundred and sixty million dollars annually. Let WXYZ's powerful influence insure the successful sale of YOUR product within this charmed circle.

N. B. C. Blue Network

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

ROLL CALL

at B. B. C.

DRAMA

MUSIC

FEATURES

PERSONALITIES

BBC has long recognized the fact that its value to an advertiser is in direct proportion to its service to listeners. That is why this unique organization with its two full time stations maintains its own mobile short wave transmitter for instant coverage of special features. That is why BBC brings news to listeners every hour on the hour from nine in the morning until midnight.

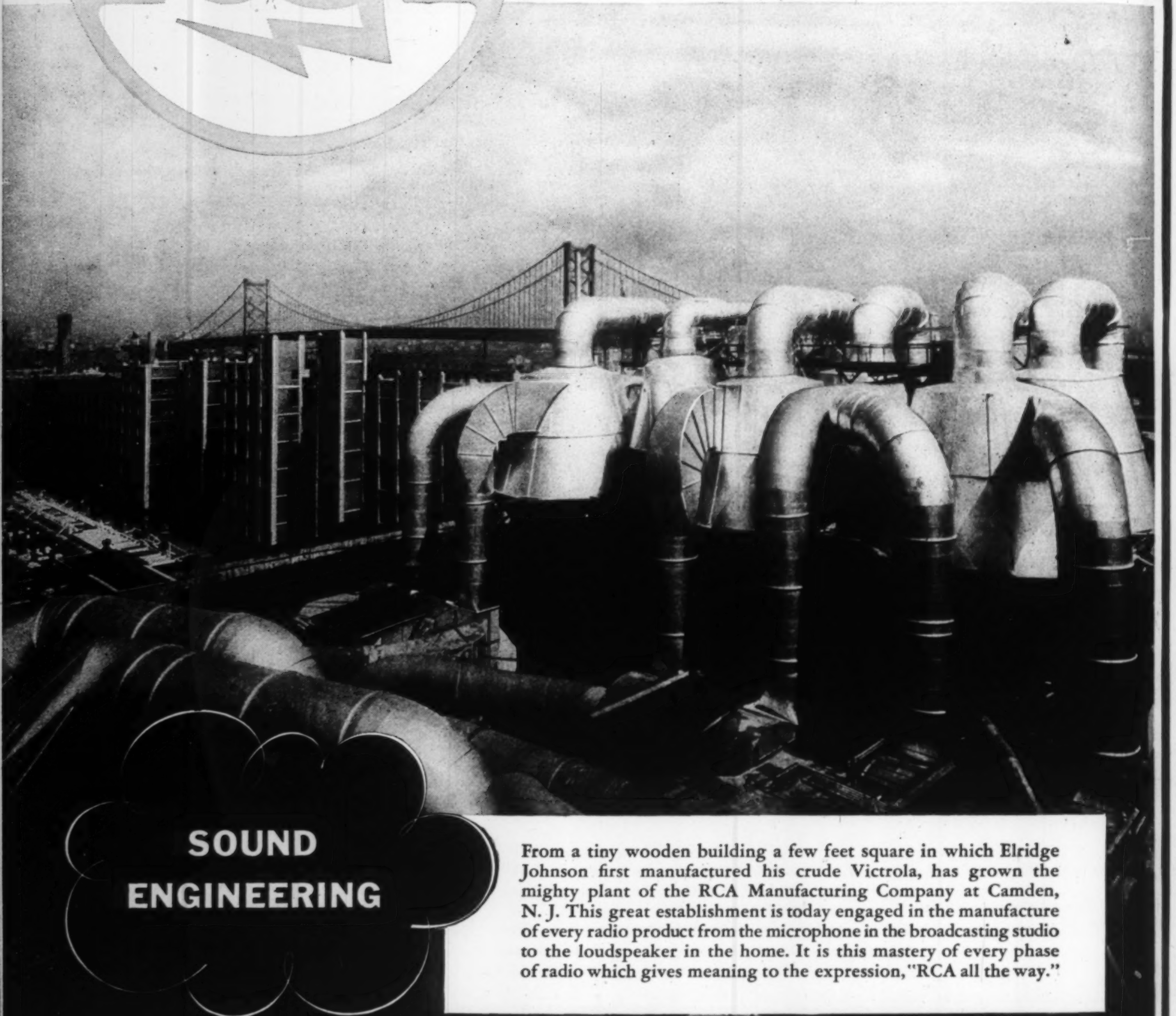
THE ROLL CALL at BBC is enjoyable reading for advertisers who like success stories. It includes many features with proved listener response which are available for sponsorship. Before you overlook the rich Buffalo and Western New York market look over the roll at BBC. You'll find a sound, sensible suggestion for your campaign.

SHORT WAVE TRUCK

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

To the w r



SOUND ENGINEERING

From a tiny wooden building a few feet square in which Elridge Johnson first manufactured his crude Victrola, has grown the mighty plant of the RCA Manufacturing Company at Camden, N. J. This great establishment is today engaged in the manufacture of every radio product from the microphone in the broadcasting studio to the loudspeaker in the home. It is this mastery of every phase of radio which gives meaning to the expression, "RCA all the way."

RADIO CORPORATION OF AM R

EVERYTHING IN RADIO FOR SERVICE IN COMM ATIO

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RCA

NATI

rld's millions–
goes its radio magic!

IF you pause to think about it, it wasn't so very long ago that "crystal sets" were the great radio rage. Earphones and cigar boxes and wires and gadgets seemed sufficient material from which to build a radio. And to faintly hear a station in a room filled with expectant quiet was really an event.

A Century's Progress in a Decade

However, the giant and rapid strides forward made by the radio industry seemingly put the "old days" back centuries, instead of just a few years. It's mighty hard to believe so many startling improvements have been developed in so short a time. Radio yesterday and radio today are as different as black and white.

During the new year, millions will purchase new radios. And these instruments will make each day joyful and memorable. And it is through the tireless research and laboratory work, the endless experiments, the keen foresight and the *sound engineering* of RCA, that such fine radios will be possible.

RCA . . . and the Public

The public knows and respects the name "RCA" in radio. And in business, such *confidence* breeds sales. Hence, dealers featuring RCA products make *more* sales. And incidentally, the widespread publicity given the "RCA Victor-NBC 10th Anniversary Radios" spells extra profits for dealers who will energetically push RCA Victor models.

Remember – RCA means sound engineering in radio. Some day, this organization, the only one engaged in *every* phase of the radio industry, is going to engineer *sight!*

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

These are Products of RCA Manufacturing Company, Inc.

Standard and All-wave Radio Receivers . . . Phonograph-Radios . . . Phonographs . . . Auto Radios . . . Farm Radios . . . Broadcast Station Transmitters, Microphones and Associated Equipment . . . Photophone Theatre Equipment . . . Victor and Blue Bird Records . . . Electrical Transcriptions . . . Marine Radio Equipment . . . Transoceanic Radio Equipment . . . Aviation and Police Radio . . . U. S. Government Radio Equipment . . Centralized Sound Systems . . Public Address Systems . . . Film Recorders . . . Laboratory and Test Equipment . . . Standard and All-wave Antennae . . Faradon Condensers . . Individual and Component Radio Parts and Accessories

RCA Presents to America the Metropolitan Opera

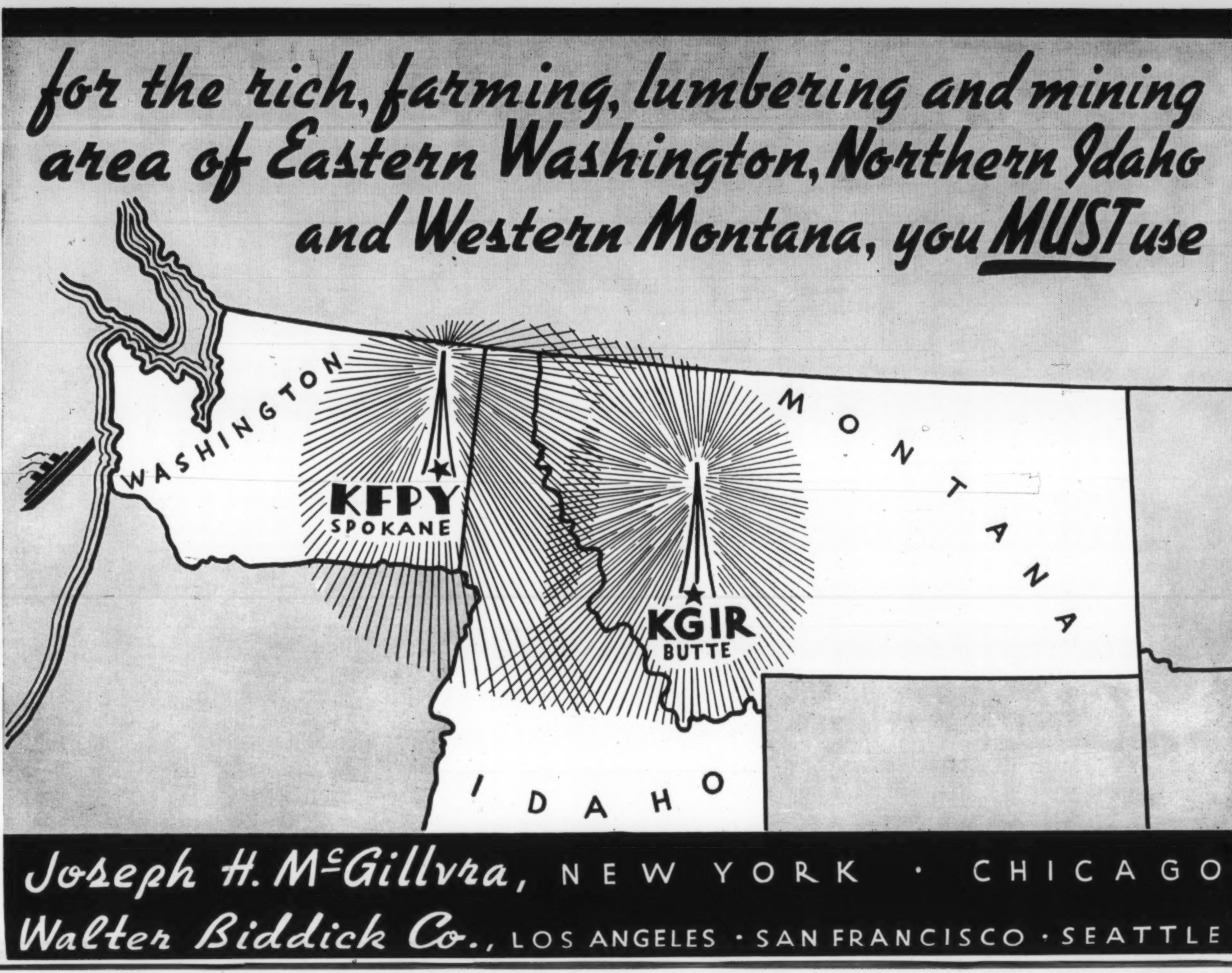
Radio is the greatest patron the noble art of music has ever had. Radio Corporation of America takes pleasure in presenting to music-lovers everywhere the Saturday matinee performances of the Metropolitan Opera Company, because these programs represent a supreme musical achievement. The series includes 14 complete operas, broadcast on NBC's nationwide Blue Network.

Listen also to "The Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

M RICA · *Radio City* · NEW YORK

MMU ATIONS . . . BROADCASTING . . . RECEPTION

XUM


for the rich, farming, lumbering and mining area of Eastern Washington, Northern Idaho and Western Montana, you MUST use
WASHINGTON
KFPY
SPOKANE
MONTANA
KGIR
BUTTE
IDAHO
Joseph H. McGillvra, NEW YORK · CHICAGO
Walter Biddick Co., LOS ANGELES · SAN FRANCISCO · SEATTLE

A.T. & T. Under Inquiry

(Continued from page 36)

by A. T. & T., was promoting a broadcast network system. Various requests for lines made by such stations as WRNY, WMCA and WOR were recited.

Wire Facilities

THE BULK of the lengthy report was devoted to policies towards wire facilities owned by others. The present policy, little different from the original, provides:

"The customer shall use in connection with telephone company channels only equipment and wiring approved by the telephone company and the channels and equipment shall not be connected directly or indirectly with wire facilities provided other than by the telephone company."

Despite this policy, Dr. Danielian contended that A. T. & T. has made exceptions to it in specific cases "usually with a view to public relations". He declared that the FCC staff was informed by A. T. & T. with respect to connection of Bell facilities with those owned by broadcast stations "except where such wire facilities are on the premises of the broadcaster and can be considered as part of the terminal equipment (owned by the broadcaster) no connection is made."

The usual reason given by Bell officials for refusal to interconnect with the wire facilities of others than the Bell System and its companies "is the necessity of maintaining control over the operations of broadcast circuits to insure satisfactory results", Dr. Danielian said. "It is assumed that the Bell System would be blamed for any imperfections of transmission, and therefore telephone company officials insist upon assuming complete responsibility."

The report reviewed a number of complaints against this practice, including those made by Leroy Mark, owner of WOL, who desired to use Postal facilities for transmission purposes by connection into A. T. & T. lines. Mr. Mark filed a complaint with the FCC. The report also contained a discussion of negotiations between L. H. Armer, president of the former Southwest Broadcasting Co. relating to connection of Bell-owned circuits with those of Postal. Other negotiations covered included those with the former American Broadcasting System, headed by George B. Storer, who sought to use Western Union facilities.

That A. T. & T. officials themselves were not in harmony on this non-interconnection policy, was emphasized by Dr. Danielian in another part of the report. During 1927, he pointed out, certain existing connections between local Bell circuits and Postal and Western Union facilities in New York, Philadelphia and other places were the subject of extensive discussion among officers of A. T. & T. "There was a radical division of opinion," he said, adding that apparently the arguments against modification of policy prevailed, for no charge was made.

Delving further into the interconnection situation, Dr. Danielian recited situations wherein 10 stations in Texas were served by Postal Telegraph with a 700-mile line, 14 stations in the Pacific Northwest served by Postal, three stations in Northwestern Bell territory and numerous other examples.

Exceptions Cited

"MANY of the cases herein presented include exceptions to policies and violations of tariffs filed with the FCC," he said. These are important because they indicate, first, the limits within which its generally defended policies are operated and the repeated readjustment of those limits to suit the Bell System public relations policies; and second, the actual discrimination that has been manifest in the enforcement of policy and tariffs. A reading of the case material herein presented, and the documentary evidence connected therewith gives a better insight into the reasons for policies and exceptions than could be obtained from a perusal of the public statements and the filed tariffs of Bell Companies.

Throughout this recounting of alleged deviations from established policies, Mr. Danielian contended that different treatment was given for public relations reasons. At one point he said one station was given this authority "to accommodate Senator Dill and to obviate possible criticism of Bell policies." In this case, he related that A. T. & T. approved inter-connection of Bell and Postal facilities.

Covering connections with privately-owned facilities, Dr. Danielian said that the long-established policy has been not to allow connections of A. T. & T. circuits with wire facilities owned by stations and other private operators, except where such facilities are on the premises of the broadcaster and can be considered as part of the terminal equipment owned by him. "In actual practice, however, some broadcasters have been allowed to connect considerable lenghts of privately-owned wire facilities to Bell circuits, whereas others have not been permitted the same privilege. Thus in effect, there has been violation and discriminatory application of both policy and tariffs.

These practices are revealed in the sworn responses of broadcasting stations to the FCC questionnaire of July 15, 1936. He referred to 13 cases in which exceptions to this policy have been permitted, that is, cases in which interconnections are made between Bell and privately-owned facilities. The stations enumerated were WESG, WIS, WBTM, KFXD, WJBO, WHK, WDEV, KBTM, WNYC, WLBL, KOMO and KJR, WINS and WKEM and KIEM. Cases in which such interconnections have been carried were enumerated as WILL, KGFI, KDFN, WSPA and KSLM.

Gadabout Shoppers

WHIO, Dayton, has started *Gadabout Shoppers*, a cooperative program in which two girls cover stores of participating sponsors and announce specials for the day. At first they phoned from stores to the studio, the conversation being broadcast, but the program was put on in the studio after the telephone company complained.

NOW AVAILABLE

as a

TRANSCRIPTION TURNTABLE

The Famous PRESTO

RECORDING TURNTABLE

*Over 500 now in use all over the world.

HERE'S GOOD NEWS FOR LARGE STATION OWNERS who want the finest transmission quality from transcriptions.

FOR SMALL STATION OWNERS who need turntables that can take it 18 hours a day.

THE PRESTO TURNTABLE . . . the only table satisfactory for recording . . . can now be purchased without recording mechanism at a price no higher than an ordinary transcription turntable. Provisions are made for adding recording mechanism at any time.

IT'S RIM-DRIVEN . . . an exclusive Presto feature. Power is delivered at the rim . . . the point of greatest leverage.

IT SAVES SPACE . . . No flywheels or mechanical filters are needed to keep the speed constant. There are no gears or flexible couplings.

VIRBATIONLESS . . . The motor *floats on live rubber*, cushioned from the chassis and turntable.

UNEQUALED for brilliant, lifelike reproduction of electrical transcriptions, freedom from "wows" and constant trouble-free operation.

Standard model consists of a rigid aluminum chassis, 16" turntable, heavy duty synchronous motor, two speed drive mechanism with new instantaneous changeover and a high quality lateral pickup.

Accessories, if required: 1. Leatherette or wood case for mounting; 2. Ladder type volume control, 30 steps of 1½ db. each and taper to infinite attenuation; 3. Turntable stand with shelves for one hundred 16" transcriptions and drawer for continuity or special program groups.

Write for illustrated folder and prices.

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News "Piracy"

THE LONG-ANTICIPATED "final adjudication" of the right of broadcast stations to pick up and broadcast news, once it is published in newspapers and sold in the usual manner, has failed to materialize. The Supreme Court did not rule on the merits of the "news piracy" issue; it threw out the appeal of the Associated Press vs. KVOS, Bellingham, Wash., on a technicality. "For want of jurisdiction", was the legalistic reason.

At this time it seems worthwhile to take an inventory of the radio news situation. When the AP sued KVOS in 1934 in the Federal district court in Seattle, broadcasting of news was a burning issue. A majority of the press was hostile. Old-line press associations did not want to give their news to stations, instead offering a cooperative report rather innocuous in content for use usually after the matter had been published. There was one struggling "radio news association" in the field—Transradio Press.

The Federal district court ruled in favor of KVOS and denied the AP request for an injunction. That appeared to be a sweeping victory for radio. It meant that stations could send an urchin to the street corner, buy all editions of all papers and read them over the air without danger of punitive action. A year later, however, the Circuit Court of Appeals reversed the lower court, disregarding almost entirely the conclusions Judge Bowen had reached. Then came the appeal, on certiorari, to the nation's highest tribunal.

But in the interim things happened. The press began to recognize radio's place in the journalistic firmament. Old prejudices melted, on the surface in any event. Two important press associations — the United Press and the International News Service — offered to sell news to broadcast stations for sponsorship. Transradio, already firmly entrenched, numbered many leading stations among its clients. News was available on a competitive basis—news processed for radio. The untenable position of a hostile press fell by the wayside.

That brings us up-to-date. Even though the Supreme Court's opinion does not cover the merits of news piracy, the tenor of the ruling is such as to show that the court hardly looks with favor upon it. If anything, there is a rather definite note of disfavor, the court calling it "unfair competition".

As things stand now, it is an even chance the issue never will be adjudicated. To keep the records straight, we believe that as long as any doubt remains there should be a final judgment. That is up to the AP, for it is in the unique position of having been thrown for a two-year loss on the litigation. Nevertheless, we sincerely feel that in the interim stations would do well to buy their news rather than pick it up in an unauthorized way.

"Into Wise Hands"

"UP TO NOW the managements of the great chains have generally shown a sound discretion in the exercise of their editorial judgment covering broadcasting material. They have recognized that they are in a sense trustees for the public, and not merely the managers of private profit-seeking businesses. The same unfortunately cannot always be said for the proprietors of local stations. But the leaders of the broadcasting industry have not been unmindful of their public obligations. They have fairly well won the opportunity to continue in the management of the industry."

The foregoing paragraph is not ours; it was from Prof. Arthur N. Holcombe's speech before the recent Conference on Educational Broadcasting in Washington, covered elsewhere in this issue and in the issue of Dec. 15. The Harvard political scientist's words weren't all a sugary encomium on American broadcasting and broadcasters, but they gave due recognition to radio's impartiality in the last campaign, its honest endeavor to improve itself, its actual improvement and its solvable problems.

"Happily," concluded Prof. Holcombe, "in this country the development of the broadcasting industry has fallen into wise hands. The solution of its most immediate problems may be sought with confidence."

We quite agree, Dr. Holcombe, and we only wish there were more among your educational colleagues who would express themselves as fairly and as temperately and as constructively as you did!

"Voo-Dew"

AN IMPORTANT principle of patent law has been laid down by the U. S. Court of Customs and Patent Appeals. It ruled in a cosmetic case that the "sound" of trade-marks as well as the insignia, must be taken into consideration in issuing registration. And it based that ruling on the importance of radio as an advertising medium.

Effective advertising of goods of this character, the court held, has become "increasingly dependent upon radio facilities". Because that is so, the court held that the trade-mark "Voo" could not be registered for a depilatory, since it resembled too closely in sound to the prior mark "Dew", used by a deodorant manufacturer. Both a patent office examiner and the commissioner had ruled, under the old order and old precedent, that the mark "Voo" could be issued since the spelling and the goods were not identical.

Can there be any doubt of the effect of radio as an advertising medium when the Federal courts recognize it, and establish new legal precedent because of it?

The RADIO BOOK SHELF

PREPARED by the Federal Radio Workshop Project sponsored by the U. S. Office of Education and published by the National Committee on Education by Radio, an elaborate and profusely illustrated 42-page brochure covering the activities of 25 educationally owned broadcasting stations was issued early in December. One or two pages each are devoted to WBAA, Purdue U; WCAD, St. Lawrence U; WCAL, St. Olaf College; WCAT, South Dakota School of Mines; WESG, Cornell U; WEW, St. Louis U; WHA, U of Wisconsin; WHAZ, Rensselaer Polytechnic Institute; WILL, U of Illinois; WKAR, Michigan State College; WLB, U of Minnesota; WNAD, U of Oklahoma; WOI, Iowa State College; WOSU, Ohio State U; WRUF, U of Florida; WSAJ, Grove City College; WSUI, U of Iowa; W1XAL, World Wide Broadcasting Foundation, Boston; KFDY, South Dakota State College; KFJM, U of North Dakota; KFKU, U of Kansas; KOAC, Oregon State Agricultural College; KSAC, Kansas State College of Agriculture; KUSD, U of South Dakota; KWSC, Washington State College.

THREE phases of radio are dealt with in the first (January) edition of *The Public Opinion Quarterly*, published by the School of Public Affairs of Princeton University and edited by DeWitt Clinton Poole. Merrill Denison, formerly with CBS and NBC as a specialist in radio drama, discusses the "Editorial Policies of Broadcasting Companies". O. W. Riegel, of Washington & Lee University, discusses "Press, Radio and the Spanish Civil War" and "New Frontiers in Radio", the latter article dealing with such matters as allocations, facsimile, television and superpower.

AN INSTRUCTIVE pamphlet on operation and installation of modern shortwave radio receiving sets, prepared by the Radio Manufacturers Association for the U. S. Department of Commerce, was published Dec. 15 by the Bureau of Foreign and Domestic Commerce. The booklet is designed to instruct listeners in use of modern shortwave receiving sets and enable them to get the best results of international shortwave programs. The shortwave instruction pamphlet is distributed by the Bureau at 25 cents per copy.

TECHNICAL information on design, construction and operation of all types of commercial and amateur receivers and transmitters is provided in *Jones Radio Handbook, 1937 edition* (Pacific Radio Pub. Co. Inc., San Francisco, $1.50). Its 468 pages include 19 chapters, include discussions of cathode ray television and radio therapy. Numerous charts and photographs of a technical nature are included. A supplement is to be published in a few months.

We Pay Our Respects To —

LEWIS ALLEN WEISS

OUT beyond the Continental Divide there are many oldsters who in earlier years followed Greeley's sage advice and went West. But the records do not reveal how many young men followed Greeley's suggestion twice! Lewis Allen Weiss did, and he's still far from being an oldster.

Lew Weiss, debonair, personable and quite military, makes news today because he is returning to his first radio love after more than four years away from the West Coast. Effective Jan. 1, he resumes the general managership of Don Lee Broadcasting System, with headquarters in Los Angeles, and leaves behind pleasant recollections of a four-and-a-half-year association with WJR, Detroit, as its business manager and assistant general manager.

It was seven years ago that the late Don Lee, owner of the network bearing his name, concluded that the best approach to the respect and consideration of advertisers and agencies for his stations was to place them under the direction of a seasoned and recognized advertising executive. He engaged Lew Weiss, then director of the Mayers Co., Pacific Coast advertising agency. It was Lew's first association with radio after years in advertising, but he took to it like Mussolini took to Ethiopia.

Thus, it is a paradox that, after seven years, Thomas S. Lee, now owner and president of the Don Lee system, should duplicate his father's move and "reappoint" the same Lew Weiss as general manager of the Don Lee radio interests and properties. And he did it for the same reason. Last month the Don Lee units became the Pacific Coast affiliates of Mutual Broadcasting System, switching from CBS. It also is feeding its programs to five other California stations, independent of Mutual.

When Lew Weiss began in radio seven years ago he saw in it a new and potent advertising medium that fascinated him. He lost no time in successfully adapting to it the plans and policies that had worked successfully in his many years of experience with visual media. Don Lee Broadcasting System soon was converted from an expensive adjunct of an automobile business into a prosperous business enterprise on its own.

Among Lew Weiss' "firsts" was the sale and production of the initial commercial network program to originate on the Coast for CBS. At that time, CBS had only a single east-west telephone line and it required almost an hour preceding the program in order to reverse the line so that the *Sunkist* program could be fed from west to east. A similar period was required following the broadcast to reverse the line. These programs featured the then outstanding stars of filmdom, including Marie Dressler, Mary Pickford, Norma Shearer, Marlene Dietrich, Constance Bennett, Wallace Beery, George Bancroft and others.

It was in 1932 that Lew Weiss resigned to join WJR as business manager and assistant general manager. During his tenure the station made an outstanding sales record, concluding the fortieth consecutive month of advertising gains in December, at which time he left to return to California.

As general manager of Don Lee, he will have direct supervision over the operations of KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, and the Don Lee television station, W6XAO, in Los Angeles.

Lew Weiss was born in Chicago on May 8, 1893. After concluding grammar and night school courses, he became a member of the 1914 class of the Chicago Kent College of Law. While still a youth, he made his first migration west and enrolled at the University of Southern California where he majored in economics. His business experience has encompassed practically every phase of advertising, merchandising and marketing, both as a seller and a buyer. Several years were spent in advertising with Hearst newspapers on the coast.

As a public speaker, Lew has addressed numerous organizations on advertising and merchandising subjects. He was a guest lecturer at the University of Michigan and at Southern California. At the latter institution, he was awarded the jeweled pin and key of Alpha Delta Sigma, being the fourteenth professional advertising man in the country to receive that honor.

He was a captain of cavalry in the regular army during the World War and commanded the famous "Black Horse Troop" of the 4th U. S. Cavalry. He is a member of the Detroit Athletic Club, Lochmoor Country Club, Recess Club, Adcraft Club, Admen's Post of the American Legion and Disabled American Veterans of the World War.

As a golfer, Lew Weiss has broken a hundred only once in his life, but that came at an opportune time for it won him the BROADCASTING Magazine Trophy in the NAB golf tournament during the Cincinnati convention in 1934. He has a charming and popular wife, and a 14-year old daughter —Patricia. Next to radio, his hobby is woodworking and he maintains a complete workshop for this form of relaxation.

PERSONAL NOTES

RALPH A. NORBERG, for five years sales manager of WJJD, Chicago, has been named commercial manager of WGY, Schenectady, succeeding Stanley Spencer. Norberg at one time was on the advertising staff of the *Colorado Springs Gazette*, as well as office manager of the Wichita branch of Wm. A. Rankin Co.

JOHN L. CLARK, president of Transamerican Broadcasting & Television Corp., New York, arrived in Hollywood Dec. 21 for a protracted stay on the Coast in connection with transcription and live show activities of his firm.

JOE BRYANT, commercial manager of KPDN, Pampa, Tex., has taken a similar post with KGGM, Albuquerque, N. M.

BILL WILLIAMS, formerly sales and production man for KTAT, Fort Worth, has been named sales manager of KFDM, Beaumont, Tex.

VICTOR VAN DER LINDE, of the NBC staff, accompanied by Mrs. van der Linde, sailed Dec. 15 on the *Washington* for a month's vacation in Europe. Mrs. van der Linde, the former Charlotte Rains, was director of radio for Donahue & Coe Inc., New York, until her marriage Dec. 5.

WILLIAM McCABE, formerly in the film industry, and William Pack, recently from the East, in December joined the sales staff of KFAC, Los Angeles.

LEWIS S. FROST, assistant to Don E. Gilman, NBC western division vice president, has returned to his desk after an operation which confined him to the hospital for 10 days.

CARLETON COVENY, sales manager of KJBS in San Francisco, and Miss Olive Johnson, publicity writer for the Palace Hotel, that city, will be married Jan. 9.

EUSTACE J. KNIGHT, treasurer of the Affiliated Broadcasting Co., is suffering from a streptococcus infection and has been in bed for several weeks.

DON PONTIUS has joined the Mutual Network office in Chicago in charge of coordinating business activities. Virginia Smith of the statistical department resigned as of Dec. 31.

RALPH A. SAYERS, general sales manager of KYW, Philadelphia, is the father of an 8½ pound boy born in November.

BEN S. McGLASHAN, owner of KGFJ, Los Angeles, was named president of the Southern California Broadcasters Association Dec. 21, succeeding Owens Dresden, who resigned from KHJ. The association has compiled an "approved list of certified advertising agencies handling radio" in Southern California.

BILL FORBES, detached from the sales staff of KHJ, Los Angeles, several months ago to make a contact tour of Mutual Network stations all over the country, returned in December and took up his former duties. John F. Doyle, formerly of WTMV, East St. Louis, and a graduate of Georgetown University, joined the KHJ sales staff in December.

HOMER ROOT, salesman with KNX, Hollywood, on Dec. 20 moved to a similar position at KFWB, Hollywood.

HERBERT WITHERSPOON, formerly with the Don Lee Network and recently with Associated Cinema Studios, Hollywood, has joined KFJZ, Fort Worth, as commercial manager, replacing Harry Hoxworth, resigned. Roger Phillips, formerly with KRLD, Dallas, has been named program director, with Elbert Haling, formerly with WFAA, as publicity and special events director; Zach Hurt, formerly of KGKO, chief announcer; Frank Parker, newscaster; Roland Schweer, formerly of KTSA, announcer.

PAUL KESTEN, CBS vice-president, left New York Dec. 19 for a ten-day business trip to Los Angeles, presumably to confer with Donald Thornburgh, CBS West Coast vice-president, on plans for the new CBS Hollywood building and also the new CBS West Coast network.

A. N. HULT, of the Mutual Broadcasting System sales staff in Chicago, is the father of a boy, born in December.

VICTOR RATNER, CBS director of sales promotion, arrived in New York Dec. 18, after a week on the West Coast lining up sales promotion plans for the new CBS West Coast network.

JOHN FITZGERALD, formerly in charge of CBS special events in Chicago, has been transferred to New York to act as assistant to Paul White, CBS special events director. James M. Patt, formerly of KMBC, Kansas City, took Mr. Fitzgerald's post in Chicago.

DON ROBBINS, formerly manager of KYOS, Merced, Cal., and before that manager of the San Francisco office of Walter Biddick Co., station representatives, has joined the national sales department of the McClatchy stations. He will divide his time between San Francisco and Los Angeles, representing the five McClatchy stations, KFBK, KMJ, KWG, KERN and KOH.

LAMBDIN KAY, manager of WSB, Atlanta, and Mrs. Kay celebrated their ninth wedding anniversary Dec. 21.

EMILE J. GOUGH, vice president of Hearst Radio Inc., New York, was in San Francisco visiting his son over the holidays. While on the West Coast he conferred with Edward J. McCallum, manager of KYA, San Francisco, and Ford Billings, managing director of KEHE, Los Angeles, who is also representative of Hearst Radio on the Pacific Coast and heads the new California Radio System.

PHILIP J. HENNESSEY Jr., Washington attorney for NBC and Mrs. Hennessey, became the parents of an 8 lb. 7 ounce son, Philip James, born Dec. 16 in Washington. They call him "Mike".

ROBERT H. MOODY, salesman of WHIO, Dayton, recently announced his marriage to Miss Rosalee Smith.

WILLIAM V. RAY, business manager of KFWB, Hollywood, and coast representative for Transamerican Broadcasting & Television Corp., on Dec. 14 was appointed program director of KFWB. He will currently handle all three jobs. He succeeded Program Manager Beverly Lathan, who resigned to become a script writer at Warner Bros. studios, Burbank, Cal.

MIKE HOLLANDER, newly-appointed manager of KGGM, Albuquerque, N. M., is not the onetime owner of WDAG, Amarillo, Tex., as reported in this column Dec. 1. BROADCASTING regrets the error.

BEHIND THE MICROPHONE

NICHOLAS PAGLIARA, program director of WHEC, Rochester, has resigned to become program director of WCHS, Charleston, W. Va., and the new WBLK, Clarksburg, W. Va., which is still under construction. He will work under Mortimer C. Watters, former commercial manager of WHEC, who is now general manager of the two stations—both owned by interests headed by John A. Kennedy, publisher of the *Clarksburg Exponent*.

EARL HARPER, sports announcer and contact man, has been signed by WNEW, Newark, to a year's contract to handle the business tieups and announcing of all sports shows. In radio eight years, Harper has worked for WDSU, New Orleans; WJAY, WGAR and WHK, Cleveland, and WINS, New York.

GLEN PARKER, recently of WIP, who left Philadelphia several months ago to join WMCA, New York, has been named to the announcing corps of CBS.

MARVIN YOUNG, NBC producer in the Hollywood studios, on Dec. 24 was appointed to the newly-created post of production manager.

KEN ROBINSON, for the last seven years circulation promotion manager of the *Chicago Evening American*, has been appointed assistant continuity editor of NBC's central division. Robinson has compiled and broadcast the *American's* news program, *What's the News*, on WENR for five years as part of his promotion duties, and is also the author of the radio serial, *Dan Harding's Wife*, which he will continue to write.

RUSSELL NEFF, since 1931 with WXYZ, Detroit, and for the last three years its program director, has been promoted to production manager, succeeding Brace Beemer, who has resigned effective Jan. 9. Mr. Beemer will go to Florida for a brief vacation but will return to Detroit.

MARX LOEB has joined WIP, Philadelphia, as assistant program director. Miss Margaret Hanley, who formerly held that post, remains on the program staff. Mrs. Elizabeth Bates, of the music copyright department, has been named to head the newly-enlarged continuity department.

JACKSON WHEELER, announcer of KNX, Hollywood, won out in auditions for the *Joe Penner* program from Hollywood. He replaces Bill Goodwin, CBS announcer, who will be heard exclusively on the CBS *Camel Caravan*.

Mickey's Rival

MINNIE, the singing mouse, whose discovery and capture at the Chicago Industrial Home for Children in Woodstock, Ill., made front page news throughout the country, made her radio debut on the *NBC Jamboree* on Thursday, Dec. 17, and although she had been signed without the usual audition showed no semblance of mike fright, but performed like a veteran, giving a series of piping notes not unlike a canary's song.

DON FORBES, announcer at KNX, will become chief announcer when he returns to the station Jan. 1. He was seriously injured in an automobile accident several weeks ago. He succeeds Thomas Freebairn-Smith who is on tour as Nelson Eddy's announcer.

AL SIMONS has been appointed publicity director of WHN, New York, succeeding Perry Charles who has been transferred to MGM's West Coast office. Mr. Simons was formerly with Loew Theatre press department.

ARTHUR J. BRYAN, from eastern stations, joined the staff of KFWB, Dec. 20, as a program executive.

EARL TOWNER, for the last two years musical director of Blackett-Sample-Hummert Inc., Chicago, has been appointed to a similar post for CBS-KSFO in San Francisco. Prior to going east Towner was associated with the Don Lee Broadcasting System in San Francisco, producing several network programs.

GEORGE KUDST, formerly sound effects man at the Affiliated Broadcasting Co., has joined Columbia Phonograph Co., Chicago.

FRAN COUGHLIN of the continuity department of WGN, Chicago, and Harold Stokes, director of the WGN dance orchestra, have collaborated in writing a new tune, *I'm Wearing an Ancestor's Garment*.

RAY F. FRAZER, Los Angeles publicity man, has been appointed publicity manager of KMTR, Hollywood.

JAMES CRUSINBERRY, veteran Chicago sports writer, is writing the scripts for the *Sports Huddle*, sports gossip show broadcast three evenings weekly on WBBM, Chicago, sponsored by Stephano Brothers, Philadelphia (Marvel cigarettes).

GLENHALL TAYLOR, formerly production manager of KHJ, Los Angeles, and more recently a producer for the Los Angeles office of Lord & Thomas, has joined KNX, Hollywood, as a writer-producer.

HOWARD BARNES, formerly of WHN, New York, and before that with Detroit stations, has joined the announcing staff of WOR, Newark.

LEWIS TEEGARDEN, chief announcer of KEHE, Los Angeles, was operated on for appendicitis at the Good Samaritan Hospital in December.

FRANCES SAWYER, traffic manager of KFWB, Hollywood, and Harry Hall, at one time chief announcer of the station, took out a marriage license in Los Angeles the middle of December and planned to be married New Year's Day.

MARK BRENEMAN returned in December to the announcing staff of KFAC, Los Angeles. He had resigned several months ago to announce over KHJ under the name of Mark Smith. He is a brother of Tom Breneman, manager of KFRC, San Francisco.

JIMMY VANDIVEER, news reader for the *Los Angeles Herald-Express* for several years on KFAC, resigned in December when the newspaper switched its affiliation to its own station, KEHE, going with KFAC to handle the station's own news service.

WAYNE GRIFFIN, formerly a producer at KYA, San Francisco, and now in the continuity department of KHJ, Los Angeles, was married Dec. 12 to Elinor Warren Huntsberger, musician and composer, in Riverside, Cal.

MEL MARSHALL, manager of the Borger studios of KPDN, Pampa, Tex., has returned to headquarters as program director. Bill Karn, sports commentator, has resigned to free lance, and was succeeded by Lyman Brown, of Woodward, Okla.

EVELYN TUCKER, assistant program director of KFDM, Beaumont, was married Dec. 13 to Joe Stalcoup, of Beaumont.

WRIGHT BRIGGS, studio pianist and commercial artist of WBZ, Boston, is the father of a baby girl born at Newton Centre, Mass.

FOX CASE, CBS Pacific Coast director of public relations, Los Angeles, has been appointed a member of the publicity committee for the International Golden Gate Bridge Fiesta, to be staged in San Francisco May 6-9.

JAMES E. DOYLE, announcer of KQW, San Jose, Cal., is in a Eugene, Ore., hospital recovering from an appendicitis operation. He drove 700 miles to Eugene so his family doctor could perform the operation.

MEET "The Farmer's Daughter" FROM KANSAS

● Smart without being sophisticated, she leads her set in High School or University. Her needs, as well as those of her parents, are those of Broadway, of Hollywood. Main Street and R.F.D. are disappearing.

● WIBW is keenly aware of this transition period and the increasing need for proper sales approach. Kansas is still Kansas. Its people respond best to sales messages from their own people in their own language.

● That's why you can't reach Kansas without WIBW. That's why shrewd advertisers choose WIBW to "put across" a "regional" sales program or to round out a national campaign.

Remember — In Kansas It Takes WIBW

WIBW "The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

THOMAS BUILTA, formerly with WJJD, Chicago, has joined the announcing staff of CBS in Chicago.

MANNING OSTROFF has joined the writing staff of KFWB, Hollywood.

GLENN MORRIS, Olympic decathlon champion, now with the NBC special events division, on Dec. 13 married his college sweetheart, Miss Charlotte Edwards, at Sterling, Col. Morris and his bride, a school teacher at Fountain, Col., are living in New York.

BERT FISKE, pianist of KFWB, Hollywood, for eight years, on Dec. 15 was appointed assistant music director and given an orchestra of his own.

DAVID PENN, of the production staff of WHIO, Dayton, and Miss June Long were married recently.

FRED A. GWYNN, formerly of the announcing staff of WPHR, Petersburg, Va., has joined KGIR, Butte, Mont.

ANDREW STANTON, formerly of WLW, Cincinnati; WCAU, Philadelphia, and WMCA, New York, has joined the announcing staff of WJJD, Chicago.

MARY BARTON, in charge of interstation communications for the Don Lee Broadcasting System, Los Angeles, was operated on for appendicitis at the Hollywood Hospital in December.

JACK STROCK, former announcer at KFOX, Long Beach, Cal., has become a staff announcer at KFWB, Hollywood.

DAVE BROEKMAN, music conductor at KHJ, Los Angeles, is recovering from a tonsil-adenoid operation.

PAT BISHOP, announcer of KFI-KECA, Los Angeles, has been named news reader for the combined stations.

MARCUS BARTLETT, musical director of WSB, Atlanta, now taking special work at Emory U, has been elected to Alpha Epsilon Upsilon, honorary scholastic society.

MISS JUANITA MASSEY has been named secretary of KFRO, Longview, Tex., and Miss Joan Thompson, financial secretary.

DUANE GAITHER, announcer of KOIL, Omaha, has taken on added duties as traffic director of Central States Broadcasting System, routing all programs between Omaha and Lincoln.

JAMES LYMAN, of the NBC auditing department, San Francisco, on Dec. 18 announced his engagement to Virginia Bower, of Berkeley, Cal.

Electric Institute Switches

ELECTRIC HOME INSTITUTE of Southern California, Los Angeles, through Mayers Co., on Dec. 29 revised its five-a-week afternoon quarter-hour on KNX, Hollywood. In place of its former Mary Holmes, home economics talk, it inaugurated a new program called *The Woman's Forum*. Mrs. Harold Hodge, onetime radio department head for Fox West Coast Theatres, is commentator, while Harold Hodge, her husband, formerly managing radio programs for the Southern California Poultrymen's Cooperative Association, writes the script. Under the radio name of *Martha Moore*, Mrs. Hodge interviews average housewives and outstanding personalities, conducts a question and answer department, and talks on hobbies.

ZEPHYR REMOTE—When the famous *Burlington Zephyr* train returned to its original run between Omaha and Kansas City last month, KFEQ, St. Joseph, Mo., made it the occasion of a big broadcast, including talks by the mayor, railroad officials, train crew, etc. Here is a group photograph taken at the station; left to right are John Montgomery, KFEQ announcer; Glen Griswold, national advertising manager; Ted Branson, local advertising manager; D. D. Denver, announcer, and crew of the *Zephyr*.

Seven-Up in West

SEVEN-UP BOTTLING Co., Los Angeles, started on KFWB, Hollywood, in December, with five quarter-hours a week through the V. G. Freitag Agency, Los Angeles. The sponsor is using *The Texas Drifter, Hobo of the Airway*, who was on NBC, Chicago, for several years as well as on Texas stations. The sponsor is using 10,000 signs in drug, grocery and restaurants to advertise the program, and offers picture of "The Texas Drifter" to fans.

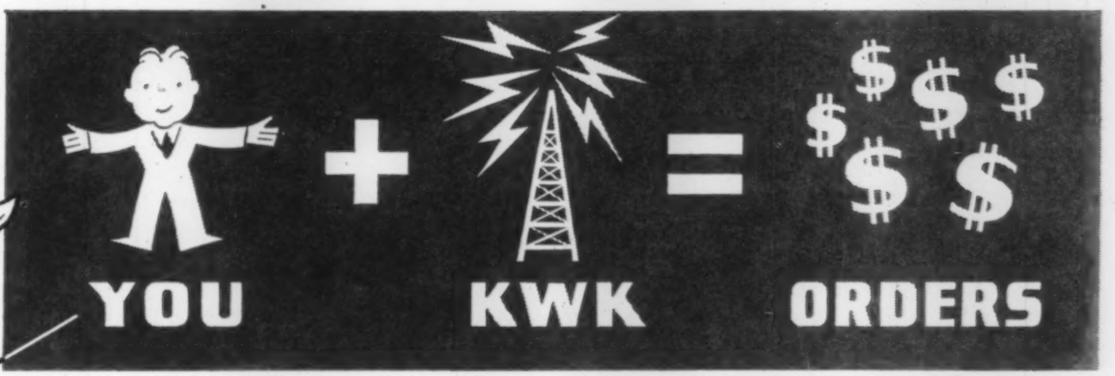
NEWSPAPER GROUP OPERATING WIRE

WIRE, Indianapolis, passed from the ranks of independent to newspaper-owned stations Dec. 19 when the FCC Broadcast Division reconsidered a previous action and authorized, without hearing, sale of the station to Central Newspapers Inc., for approximately $340,000. On Dec. 15, the Division had designated the transfer for hearing, but with Commissioner Case dissenting, it granted the petition of Central Newspapers for reconsideration.

An NBC-Red outlet, WIRE was owned by W. E. Vogelback, of Chicago, and D. E. (Plug) Kendrick, well-known station executive who served as its general manager. Central Newspapers is headed by Eugene C. Pulliam, president and principal stockholder, who publishes newspapers in Indiana and Oklahoma, including the *Lebanon Reporter, Huntington Herald-Press* and the *Vincennes Sun-Commercial*. The aggregate price for the station's stock, according to the application, was $340,000. One-third of the stock, however, had been purchased by the Pulliam group for about $165,000 prior to filing of the transfer application, and the balance due for entire control was $175,000.

It is understood that L. L. (Jake) Jaquier, manager of WIRE, will remain in that capacity. Mr. Kendrick, however, is expected to leave and may join some other station.

JUST SIMPLE ARITHMETIC



Class will please come to attention. We have illustrated today's problem on the blackboard so there will be no misunderstanding as to the correct procedure to secure sales results. YOU contract with KWK for an advertising campaign and the result is more ORDERS. Simple, isn't it?

THOMAS PATRICK INCORPORATED
HOTEL CHASE SAINT LOUIS
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

King Edward's Broadcast Creates Audience Record

FORMER King Edward VIII's broadcast at 5 p. m. (EST) Dec. 11, set a record for daytime listening in the eastern time zone of the United States, according to the Cooperative Analysis of Broadcasting. A check of the radio audience made at 8 p. m. indicated that 46% of set-owners had their sets in operation at the time of the Ex-King's address and over 45% of the set-owners reported hearing him.

During the last year the program which attained the largest audience was the broadcast of the Schmeling-Louis fight last June which was heard by approximately 58% of setowners. Edward VIII had one-third more listeners last Friday than President Roosevelt attracted by his Jackson Day Dinner address which was the largest audience reported to have heard the President during the past year. Currently, the Jack Benny program is the most popular commercial on the networks. His latest rating is almost 75% of the ex-monarch's.

Building New WFOY

WFOY, new 100-watt local on 1210 kc. in St. Augustine, Fla., expects to go on the air in about 60 days, according to Walter B. Fraser, president of the station, who is also Mayor of St. Augustine. It has purchased equipment from Western Electric Co. and tower from Truscon Steel Co. The staff of the new station, which was authorized by the FCC last fall, has not yet been selected.

ROYALTY ROMANCE RUSHED

KECA Gets Dramatic Serial on the Air Only a Day After King Announced Abdication

CLAIMING to be the first station in Southern California to sieze upon the program opportunities offered by the Edward VIII abdication news-break, was KECA, Los Angeles. On a few hours' notice, the production staff started a 15-minute, seven-day-a-week dramatic serial titled *Mr. David Windsor*, the first episode being broadcast the evening after Edward made his epochal speech from Windsor castle.

The idea first came to Harrison Holliway, manager of KFI-KECA, late in the evening of abdication day. He telephoned Program Director Glenn Dolberg, Production Manager Glan Heisch and Writer Forrest Barnes who immediately got their heads together to find sources, determine continuity of show and cast the players. The following morning a script was completed, cast assembled, sound cued in and program went on the air at 7:45 p. m., the first available evening spot.

Casting a Problem

GREATEST difficulty was in casting actors. Hollywood was combed for players of British birth, particularly youngsters who could do a convincing and authentic job of the royal children. Odd circumstance was that the best juvenile to play Edward as a 5-year-old and later Albert as a 10-year-old, was Barbara Wong, a chinese child whose Mayfair accent far excelled that of sprouts from that native heath.

Archdale Jones, a former British gob now an actor, was chosen to play the mature Edward after close comparison of his voice with transcriptions of the King. Barbara Denny, daughter of Reginald Denny, was picked to play Princess Mary, the feminine lead until scrip reaches the point where Mrs. Simpson enters the picture.

Fearing lack of authentic material at first, KECA staff had been embarrassed by wealth of volunteer informants "who knew Edward well", and by biographical material largely apocryphal. Audience reaction was favorable even from sensitive members of the large British colony in KECA's service area, who are noted for their resentment of even implied disrespect toward reigning house.

* * *

ACCEDING to the formal request of the British Broadcasting Corp. that American networks and other stations do not make transcriptions of former King Edward's farewell address of Dec. 12, the major networks instead repeated the text of the 5 p. m. rebroadcast later in the evening verbatim. While NBC and CBS stated they would not have rebroadcast from transcriptions anyhow, Inter-City System at first planned to do so. The formal request that no transcription be made was made by Felix Greene, BBC representative in New York, upon orders from London.

Only one rebroadcast of the speech was carried, and it was on the British Empire shortwave system itself about four hours after he was heard in the United States. Radio observers estimate that the largest audience in the history of the world heard the farewell address.

Recording companies took the speech off the line and have been selling the discs by the thousands.

KFWB Plans Dedication Of New Plant on Jan. 15

KFWB, Hollywood, which went on the air with its new 5,000 watt transmitter in December, has set Jan. 15 as the tentative date for the official dedication of both the new transmitter in Baldwin Hills and the new KFWB studios in Hollywood. A feature of the new studios will be a 600-seat auditorium. There will be five other studios on Warners lot solely for radio purposes.

Martin Gosch, in charge of radio in New York for the Warners organization, on Dec. 15 completed his study of the KFWB facilities and moved over to Warners film plant in Burbank to work on Transamerican shows. On that date the station added ten musicians, three announcers, seven production men, and increased its sales staff.

THE Communist Party spent $31,585 for broadcast time during the recent campaign, according to its report to the Clerk of the House of Representatives.

W1XBS, THE REPUBLICAN & AMERICAN STATION WITH STUDIOS IN WATERBURY AND NEW HAVEN, CONNECTICUT ANNOUNCES AUTHORITY, EFFECTIVE DEC. 15, 1936, TO CHANGE CALL LETTERS TO

WBRY

THIS PIONEER HIGH FIDELITY BROADCASTING STATION WITH COLONIAL AND MUTUAL NETWORK PROGRAMS AND RATED FIRST FOR SHOWMANSHIP IN THIS TERRITORY HAS 1000 WATTS, FULL TIME, 1530 KC.

Leading Educators Reveal Preference For Private Control of Radio System

WITH THE concensus preponderently against government ownership or operation of radio, nearly a dozen leading educators participated Jan. 18 in a forum discussion over WEVD, New York, on the question "Is Radio Living Up to Its Promise?" The program commemorated the fifth inauguration of the WEVD *University of the Air.*

Hendrik Willem Van Loon, historian and author, who led the discussion, compared American radio to that in his native Holland. Asserting that of the five stations in his homeland, four are sectarian, supported by contributions, Dr. Van Loon said the fifth is supported by the people who get tired of hearing the sort of programs broadcast by the others all day and want something almost as good as a "scratchy American phonograph record".

George H. Payne, member of the FCC telegraph division, continued his attack on what he described as the "radio lobby" in Washington, which he declared "has filled the radio 'industry' with the novel idea that they control the government." He said this "lobby" has endeavored to "dictate the actions" of the FCC. On the question whether broadcasting is living up to its promise, he said his own opinion was that it is not "but I feel I would be unfair if I did not qualify that statement by saying that elements, mainly political and some economic, have been as much to blame as the broadcasting industry itself."

American Superiority

LEVERING TYSON, director of the National Advisory Council on Radio in Education, declared himself thoroughly against government jurisdiction of the material put on the air and cited as examples Germany and even England, where many things cannot be voiced because the government is opposed. He said he definitely never wants to see systems of that sort effective in the United States.

Dr. Frank Kingdom, president, University of Newark, declared that radio has changed the attitudes of people, and make a different home life. It also has brought government closer to the people, he asserted.

Radio "never made any promise", said Prof. Robert Morss Lovett, head of the English Department of the University of Chicago, "and if it did, it has more than fulfilled it". He added that he can be classified as a convert to the concept that broadcasting in this country should be privately owned. Declaring he eventually hopes for government ownership of all big business, he added that until such action can be advantageously made he heartily favors private ownership of radio as it exists today.

S. Howard Evans, secretary of National Committee on Education by Radio, said he wished to testify to the "marvelous virility of radio which has enabled it to develop continuously in spite of all the mismanagement and abuse to which it has been subjected". He continued:

"From the beginning there have been efforts to dominate radio with a kind of patent control which could not have failed to retard its growth. The policy of the federal government has been uncertain and more or less ineffective. Almost every aspect of the radio transmission of ideas has been shot through with charges of monopoly. But in spite of all these barriers radio has had such inherent stength that it has been triumphant and stands today as one of the greatest forces in our civilization."

Among others who participated were Dr. John W. Studebaker, U. S. Commissioner of Education; Dean Ned H. Dearborn, of New York University; Mark Eisner, chairman, New York Board of Higher Education; Prof. Henry Pratt Fairchild, New York University, and Dr. Sandor Lorand, chief of Mental-Health Clinic, Mt. Sinai Hospital.

EDUCATIONAL programs accounted for approximately 25% of NBC's full schedule during 1936, according to the network's year-end breakdown. Six new series of educational broadcasts were inaugurated during the year and programs of an instructive nature reached an estimated total of 4,360 hours, or 6.5% higher than the preceding year.

Owl Drug Regional

OWL DRUG Co., San Francisco (chain drug stores), once an extensive user of network radio, will launch an unannounced series on 5 NBC-Pacific Red stations beginning Feb. 7, Sundays, 8:15-8:30 p. m. (PST). Series will run 13 weeks and was placed through D'Evelyn & Wadsworth Inc., San Francisco.

PICKUPS from 38 foreign countries brought the total of NBC international programs in 10 months of 1936 to 342, exceeding the entire 1935 figure.

Rx Prescription

for a HAPPY NEW YEAR

2 STATIONS .... WIS—WPTF
2 STATES .... N.C.—S.C.

Mix Stations and States into a Carolina Combination and take at one low rate all during 1937 . . . It's sure to get results.

WIS
Columbia, S. C.
5000 WATTS N. B. C.

The
CAROLINA
COMBINATION

WPTF
Raleigh, N. C.
5000 WATTS N. B. C.

Represented by Free, Johns and Field

WE are situated in the heart of a rich Northwest Market covering Nebraska, Iowa, Minnesota, North Dakota, South Dakota.

Number of Counties 157, with a total population of 2,041,276, serving 292,670 radio homes, 26,910 retail outlets.

A Full eighteen hour day, featuring live talent shows, news, sports, markets and educational programs, maintaining a policy to please both city and rural folks.

Xtra service for your account, large or small, contacting jobbers and distributors puts your account on a paying basis.

WE ASK YOU TO TRY **WNAX**

5000 WATTS (L. S.) 1000 WATTS NIGHT

570 KILOCYCLES YANKTON, SO. DAK.

REPRESENTATIVES

WILSON - DALTON - ROBERTSON

Text of Supreme Court Decision

(Continued from page 22)

batim and sometimes a rearrangement of the wording. The copies of the three newspapers do not reach their subscribers for some time (in some cases as much as twenty-four hours) after publication; whereas petitioner, promptly obtaining the papers, is able to pirate and broadcast their contents and to anticipate the receipt of the news by the newspapers' subscribers. This practice constitutes unfair competition with the respondent; wrongfully deprives the respondent of the just benefits of its labors and expenditures; similarly injures respondent's members; and prejudices the respondent with its members.

The petitioner, though repeatedly requested to desist from the practice, has refused so to do, although neither the association nor any member has granted permission to make use of the news gathered by them; and the continuance by the petitioner of its practice will increasingly cause irreparable injury and damage to the respondent because the effort and expenditures to gather and obtain news will be rendered largely without reward or value so far as concerns the territory served by petitioner's station.

Lower Court's Findings

PRIOR to the return day of the order to show cause why a temporary injunction should not issue, the petitioner filed a motion to dismiss, assigning the following grounds, amongst others: the bill fails to recite facts entitling the plaintiff to the relief prayed and is without equity; there is a non-joiner of parties plaintiff since the bill discloses that the *Bellingham Herald*, *Seattle Post Intelligencer*, and *Seattle Daily Times* are necessary parties; the court is without jurisdiction because the matter in controversy does not exceed three thousand dollars, exclusive of interest and costs, and an inspection of the allegations of the complaint shows the complainant cannot recover any amount in excess of three thousand dollars or any other amount and the sum named in the ad damnum clause of the complaint is not a true statement of complainant's damages and is not alleged in good faith, the facts being that the amount paid to the complainant for furnishing the Associated Press news in the city of Bellingham, to any of its members, is fixed and determined by the size of the city's population, and is not affected by any other condition and complainant has not lost any amount and never will lose any amount by reason of this controversy, and defendant is not a competitor of complainant in any sense of the word; the *Bellingham Herald* is the real party in interest and the Associated Press has no interest in the cause.

Affidavits were presented in support of and in opposition to the granting of an injunction, and counsel were heard upon the prayer for preliminary injunction and upon the motion to dismiss. The court found the allegations as to citizenship of the parties were true; found "the amount in controversy herein, by reason of defendant's motion to dismiss, must be construed to be in excess of $3,000, exclusive of interest and costs"; found the facts as to the business and conduct of the parties substantially as alleged in the complaint; but found that the petitioner had not interfered with the normal operation of respondents business or diverted any of respondent's profit.

As conclusions of law the court held that it had jurisdiction of the parties and the subject matter "since defendant's motion to dismiss admits for the purpose of pleading all facts well pleaded in the bill of complaint and particularly the necessary diverse citizenship between complainant and defendant and the allegation that there is involved in the controversy herein more than $3,000, exclusive of interest and costs" and that "the complainant is a proper party to prosecute this action on its own behalf and on behalf of its members." Based upon certain of the findings of fact the court concluded the acts of the petitioner did not amount to unfair competition with respondent or any of its members and did not violate their property rights; held, therefore, that the complaint failed to state facts sufficient to constitute a cause of action; vacated the temporary restraining order, refused a preliminary injunction and granted the petitioner's motion to dismiss with prejudice.[1]

The Circuit Court of Appeals reversed[2] and ordered that a preliminary injunction issue restraining the petitioner from appropriating and broadcasting any of the news gathered by the respondent for the period following publication in respondent's newspapers during which the broadcasting of the pirated news to petitioner's most remote auditors may damage the business of respondent's papers in procuring and maintaining their subscriptions and advertising. On the merits the court thought the case controlled by *International News Service* v. *Associated Press*, 248 U. S. 215. Dealing with the petitioner's insistence that the amount in controversy was not shown to exceed three thousand dollars the court held that the *International News Service* case required the conclusion that the respondent was in competition with the petitioner because the decision in that case indicated that the profit seeking business of the constituent newspapers is an integral part of the corporate purpose of the respondent; and that "The several millions of dollars here alleged to be invested in the Association's business (the bill contains no such allegation) may well be damaged to the extent of $3,000 by the pirating practices described." After referring to the character and scope of the respondent's activities the court states:

"It is obvious that the business of gathering and distributing to members, *before* profitable publication, could conceivably be damaged to the extent of $3,000 by the misappropriation and premature publication of the news material. To hold otherwise would warrant the inference that no corporation could be damaged by a wrongful attack on its business, when that business happened to be run at no profit or at a loss. Also, we are unable to hold irrational the claim that the piracy caused a $3,000 damage to the Association's quasi property right in the news."

Lack of Jurisdiction

ALTHOUGH the decision with respect to the amount in controversy was assigned as error in this court, the parties have in the main directed their arguments to the merits; the respondent insisting that *International News Service* v. *Associated Press* fully sustains the decree below; the petitioner contending this cause may be distinguished from the one there adjudicated, or, if not, that decision should be modified. We have no occasion to consider the soundness of these conflicting contentions, for we hold that in the circumstances the respondent had the burden of showing that the case was within the District Court's jurisdiction, and failed to carry it.

The bill seeks redress for damage to the respondent's business and for damage to the business of some or all of its members. The right for which the suit seeks protection is, therefore, the right to conduct those enterprises free of the alleged unlawful interference by the petitioner. No facts are pleaded which tend to show the value of that right. The complaint contains nothing to the purpose save the general statement that the damage to which the respondent is being subjected is in excess of three thousand dollars and the amount involved is in excess of that sum.

Such a formal allegation is sufficient, unless the bill contains others which qualify or detract from it in such measure that when all are considered together it cannot fairly be said that jurisdiction appears on the face of the complaint, in which case the suit should be dismissed by the court *sua sponte*[3] or upon the defendant's motion.[4] In this case the formal allegation is not reenforced or strengthened by other portions of the complaint; neither is it neutralized or weakened by qualifying or detracting allegations.

In effect it stands alone. Therefore the court would not have been bound to dismiss upon a motion based solely on alleged insufficient pleading of the amount in controversy; though it might, of its own motion, have entered upon an inquiry to ascertain whether the cause was one over which it had jurisdiction.[5] But where the allegations as to the amount in controversy are challenged by the defendant in an appropriate manner, the plaintiff must support them by competent proof.[6] The petitioner's motion was an appropriate method of challenging the jurisdictional allegations of the complaint. It did not operate merely as a demurrer, for it did not assume the truth of the bill's averments and assert that in spite of their truth the complaint failed to state a case within the court's jurisdiction.

Burden of Proof

ON THE CONTRARY the motion traversed the truth of the allegations as to amount in controversy and in support of the denial recited facts dehors the complaint. This could have been done by answer but the time for answer had not arrived when the rule to show cause was issued and petitioner was faced with the possibility of an injunction. The motion required the trial court to inquire as to its jurisdiction before considering the merits of the prayer for preliminary injunction. And in such inquiry complainant had the burden of proof.[7] The only attempt to meet that burden is a reply affidavit filed on behalf of respondent, wherein it is deposed "that the payments made by newspapers for said news sold to them by complainant in the territory served by said radio station is upwards of $8,000 per month, which is being imperilled and jeopardized by the acts of defendant . . . by its unlawful and wrongful appropriation of complainant's news, and said sum greatly exceeds the sum of Three Thousand Dollars, exclusive of interest and costs, and complainant is in danger of losing said memberships and payments if defendant's practices in respect to pirating said news is not enjoined."

This deposition must be read in connection with the statement in the bill that the respondent makes no profit from furnishing news to its members but equitably divides the expense amongst them. The association cannot therefore lose the $8,000 in question. If the three newspapers in the affected territory cease to pay the sum, they will save it, not lose it, and, as to any other damage they may suffer from petitioner's competition, the affiant is silent.

Assuming, without deciding, that in the circumstances disclosed the respondent has standing to maintain a suit to redress or prevent damage caused its members by petitioner's conduct, the allegation of possible damage to them is wholly inadequate, because the asserted danger of loss of members is a mere conclusion unsupported by even a suggestion that withdrawal has been threatened by any newspaper, and no intimation is given of the character or extent of the damage they would suffer by such withdrawal. The respondent having failed to support the allegations as to amount in controversy the District Court should have dismissed the bill.

The suggestion is made in the respondent's argument, and in the opinion below, that, as the allegations in the *International News Service* case, *supra*, were substantially like those of the bill now before us, this court must have been of opinion that the District Court had jurisdiction in the *International* case or it would not have considered the merits. But in that case the answer did not challenge the jurisdiction, there was no assignment of error raising the question and no argument on the subject was presented to this court. "The most that can be said is that the point was in the case if anyone had seen fit to raise it. Questions which merely lurk in the record, neither brought to the attention of the court nor ruled upon, are not to be considered as having been so decided as to constitute precedents." *Webster* v. *Fall*, 266 U. S. 507, 511.

The Circuit Court of Appeals sustained the District Court's jurisdiction on the ground that the finding upon that point was not without support, and the appellate tribunal could not say it was wrong, in view of the magnitude of the respondent's operations and expenditures. As pointed out in *McNutt* v. *General Motors &c. Corporation*, *supra*, at pages 180 and 181, these factors are irrelevant upon the issue of the value of the right for which protection is here sought.

Since the allegation as to amount in controversy was challenged in appropriate manner, and no sufficient evidence was offered in support thereof, the bill should have been dismissed. *McNutt* v. *General Motors &c. Corp.*, *supra*, p. 190. The Circuit Court of Appeals had jurisdiction of the appeal and as the District Court lacked jurisdiction its decree dismissing the bill should have been affirmed on that ground.

The decree of the Circuit Court of Appeals is reversed and the cause is remanded to the District Court with directions to dismiss the bill of complaint for want of jurisdiction.

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[1] 9 F. Supp. 279.

[2] 80 F. (2d) 575.

[3] *Mansfield, C. & L. M. Ry.* v. *Swan*, 111 U. S. 379, 382, 383; *Bucyrus Co.* v. *McArthur*, 219 Fed. 266.

[4] *Coal Co.* v. *Blatchford*, 11 Wall. 172; *Ladew* v. *Tennessee Copper Co.*, 179 Fed. 245; affirmed 218 U. S. 357.

[5] Act of March 3, 1875, § 5, c. 137, 18 Stat. 470, 472; Jud. Code, § 37, 28 U. S. C. § 80; *McNutt* v. *General Motors &c. Corp.*, 298 U. S. 178, 182, 184.

[6] *McNutt* v. *General Motors &c. Corp.*, *supra*, p. 189.

[7] *McNutt* v. *General Motors &c. Corp.*, *supra*, p. 189.

WBRY are the new call letters assigned by the FCC to the former W1XBS, high-fidelity broadcasting station on 1530 kc. operated by the *Waterbury* (Conn.) *Republican* and *American*.

Big Week on CKLW

Mr. DuMahaut

WHAT is said to be the largest and most intensive campaign of radio advertising ever used in one week in Detroit was announced Dec. 21 by Jerry DuMahaut, recently appointed commercial manager of CKLW. Sponsored by Philco Dealers of Michigan, the contract covered every available spot announcement on the station, two special orchestra broadcasts, and a one-hour Christmas program on Dec. 22, all coming within the week before Christmas. The one hour program was planned to climax Philco of Michigan's campaign for a radio gift for the Yuletide, tying into Philco's national campaign. With special publisher's permission, Mr. DuMahaut and the production staff of the station arranged a modern dramatization of Charles Dickens' *Christmas Carol*, using 25 characters, a 16-voice chorus, and special music.

C B S
ADVERTISERS
lead the way.
SPOT advertisers
are alert to the
changing conditions in
PROVIDENCE

NATIONAL REPRESENTATIVE
PAUL H. RAYMER CO.
New York • Chicago • San Francisco

WPRO
"Thumb-Nail"
SKETCHES

Carpenters and plasterers, working fast, have just completed new studio and office facilities.

What a signal! Increased power used on December 22nd. 1000 watts daytime—500 at night. At 630 kilocycles!

Everything is set for the arrival of the Columbia Broadcasting System on January 1st. Entire program schedule revised.

NBC Thesaurus making a hit. Local programming of quality possible by sidetracking phonograph records.

"TNT Review"—6 A. M. to 8 A. M. morning program, started off with a bang. Policy: Time every 5 minutes, News, every 30 minutes, Temperature every 15 minutes. Public interest and service announcements too.

"The Man on the Street"—the first "sidewalk interview" program for Providence, coming up.

Wish you were here—in Providence. The public, the listeners, the local advertisers, have caught the fever. "WPRO is on the go!" That's the sentiment.

WPRO
CHERRY & WEBB
BROADCASTING COMPANY
PROVIDENCE, R. I.
630 K.C.
1000 Watts LS 500 W. Night

Radio Advertising Measuring Service Placed in Operation by Media Records

Mr. Rock

MEDIA RECORDS Inc., already measuring space used by individual advertisers in the nation's newspapers, announced Dec. 23 that it will start Jan. 1 to expand the service to include complete reports on radio advertising as well as general magazines, farm papers and trade publications.

C. E. Rock, president of *Media Records*, and formerly with Gillette Safety Razor Co., Boston, before he organized *Media Records* in 1927, asked stations to submit data on their accounts, stating that the service "will supply a great deal of vital information about radio to the station owners and those charged with the responsibility of the sale of radio advertising." He said he has received assurance from leaders in the industry that the information will be forthcoming from stations.

Data on All Media

THE SERVICE for radio and other media, Mr. Rock declared, will mean that advertisers' interests are not confined to metropolitan markets. "Their expenditures," he added, "are not limited to metropolitan newspapers, to the dozen or more magazines of large circulation, or to the national networks of radio. It is for this reason that our measurements of newspapers include every city of over 10,000; that our service on farm journals include, not only national but sectional farm journals as well, that our service on business papers will include all 650 publications and that our service on radio plans for a record of the advertising done on every broadcasting station."

Advertisers and agents are interested in every media group and in every unit of every media group, Mr. Rock explained. On the other hand, he said, the sellers of advertising cannot be indifferent to the activities of all advertising media. As advertising is better bought and better sold, appropriations will be larger, will be more successfully spent, and advertising will, as a result, make its own converts, he continued.

The program of radio service as laid out by *Media Records* contemplates a detailed tabulation which will be set up in various forms to meet the needs of all students of advertising. First, a detailed record of the time used and money spent for time on radio by each individual advertiser on each network and independent station will be kept. For the radio stations, a monthly report by states will be issued. Each such state report will show the time used and money spent in each radio station within that state by each advertiser buying time on any of these stations.

For the radio station as well as the advertiser and agency, quarterly reports will be issued in bound volumes. Each quarterly book will consist of two sections; a record of the amount of time used and money spent on each station by each classification of advertiser and a record of the time used and money spent by each advertiser on all stations.

Monthly Report

WHEREAS the monthly report will be a record of the expenditure of each individual account by stations within a state, the quarterly book will be a record of each advertiser's expenditure on all stations in the country. Each quarterly book will be an accumulative record for three, six, nine and twelve months, respectively. For each state an annual report will be issued. The annual report will take the same form as the monthly report except that it will be an accumulated twelve months' record of the time used and money spent on each station, in each state, by each advertiser.

For advertisers, reports will be available showing the activity of any competing group of advertisers. This will give a nation-wide picture of the time used and money spent by each advertiser within a classification, on all stations in the country. Any advertiser will always be able to study his expenditure and the distributions of his radio effort in relation to the effort of every other manufacturer within his own product group.

All reports of *Media Records* are standardized under a single system of classification groupings. The classification breakdown of *Media Records* is the result of years of study and research, seeking the most serviceable grouping of advertising standardized to enable the student of advertising to study reports that were not merely accurate but comparable as well.

Media Records is said to be serving as subscribers practically every large advertising agency in the country and scores of the larger advertisers. Over 95% of all the newspaper publishers in the 100 leading cities in the country are understood to be regular subscribers to its newspaper service.

Melody Treasure

UNIVERSAL Pictures has acquired title rights to screen *Melody Treasury Hunt*, MBS program keyed from WOR featuring songs written by amateurs and performed by professionals. A series of annual musical screen productions is contemplated. Transaction was handled by Norman White, manager of Pat Ballard, who is coproducer of the radio series with Charles Wolcott.

Fox Theatres in West

FOX WEST COAST Theatres, Los Angeles, on Jan. 5 will inaugurate a weekly half-hour community sing from the Filmarte Theatre, Hollywood, at 6:15 p. m. (PST) Tuesdays to the nine Don Lee stations in California.

MARKET

• 1,615,927 persons
• 287,000 radio homes
• $295,581,000 annual retail sales
—larger than Pittsburgh, or Baltimore or Denver

MEDIUM

WOWO

the HOOSIER STATION

WESTINGHOUSE RADIO STATIONS INCORPORATED

Westinghouse Radio Stations, Inc. . Fort Wayne, Ind . 10,000 Watts . CBS . 1,160 Kc.

E. KATZ SPECIAL ADVERTISING AGENCY

American System Offers Educators Maximum Service

Mr. Sarnoff Tells Superiority Over European Broadcasting

THE technique of the broadcaster and the knowledge of the educator must be combined to reach the vast audiences that the American system of broadcasting has created, David Sarnoff, president of RCA, stated at the mid-December session of the First National Conference on Educational Broadcasting.

The American system of providing universal broadcasting service without cost to the listener rests on private commercial support, he recalled, and said that it has made possible:

"First, nationwide facilities capable of delivering programs to practically every man, woman and child in the United States, covering a vast area of approximately 1500 by 3000 miles.

"Second, a system that has induced the people of the United States to equip themselves with nearly 30,000,000 radio receiving sets, with the economy made possible by mass production and consumption.

"Third, a system which provides more and finer programs than are available to any other people on earth.

Censorship Dangers

THESE achievements of the American radio industry have, I believe, served the 'public interest, convenience and necessity'. The American system has made it possible for the educator to reach an audience of a magnitude undreamed of a few years ago. It has more to offer education and the educator than any other known system. The important question is, 'Do we wish to preserve this system'.

"In my view, the maintenance of the American system of broadcasting is the most vital consideration of all. Its development has provided an unfettered public forum through the air; free speech on public issues; an opportunity for the public to accept or reject the programs offered to it; and a medium of education that presents a al growing opportunity to the educational world. That is not the case in most countries. While in Europe recently I had occasion to study the broadcasting systems of many other lands. I saw education and information controlled by the phobias of dictatorship. There, speech is not free but perverted. Too often I heard radio used to destroy, not to elevate, the cultural heritage of man.

"Broadcasting can be neither free nor democratic, where censorship is rampant and bureaucracy is enthroned at the microphone. There, public interest, convenience and necessity are determined *for* and not *by* the public.

"Educators and broadcasters have a vital interest in preserving the American system of broadcasting. I emphasize this because if a al solution of the problems under consideration is to be obtained a solid foundation is necessary. Within the framework of the American system of broadcasting, there can be no real disagreement between educators and broadcasters as to an improved use of this great force in the best interests of our people.

"I believe that a free radio and a free democracy are inseparable; that we cannot have a controlled radio and retain a democracy; that when a free radio goes, so also goes free speech, free press, freedom of worship, and freedom of education."

Wm. L. Hoppes Named By WBS to Take Charge Of Station Relations Post

Mr. Hoppes

THE appointment of William L. Hoppes, manager of the broadcasting department of Electrical Research Products Inc., as station relations manager of World Broadcasting System, succeeding Stephen R. Rintoul, was announced Dec. 21 by Percy L. Deutsch, WBS president. Mr. Hoppes assumes his new post Jan. 1, at which time Mr. Rintoul plans to enter a new phase of broadcasting activity in New York.

Simultaneously Mr. Deutsch announced that Charles Lauda, WBS production executive and associated with the organization since its inception in 1928, had been elected to the WBS board. A pioneer in electrical recording, Mr. Lauda is at present in charge of all studio and recording activity at WBS headquarters and was associated with Mr. Deutsch in the Brunswick company before the advent of transcriptions.

Mr. Hoppes has been with Western Electric and ERPI since 1928 both in Europe and in this country. He pioneered in the development of talking pictures in several European countries. During the last three-and-a-half years, Mr. Hoppes' work as manager of the ERPI broadcasting department has thrown him in frequent contact with broadcasters. He was born in New Jersey May 8, 1905, and was graduated from West Point in 1927.

Fight Champ Dropped From Tastyeast Program

JUST three weeks after the thrice-weekly Tastyeast series with James J. Braddock made its initial bow on NBC-Blue network, James J. Braddock was written out of the program and the title changed from *My Battle with Life* to *Unsung Champions.*

Along with the change in the program the account was shifted from J. P. Muller & Co., New York to Peck Adv. Agency Inc., of the same city. Braddock has a 13-week contract with the sponsor calling for a weekly stipend of $1,200. Why he was dropped Dec. 24 has not been announced, the program having received good notices from the press and good listener ratings, it is understood. The agency shift, it is declared was due to the disagreement between the original agency and the sponsor over changes in the program itself and the length of the commercials.

BREAKING all previous records, some 250 hours were devoted to broadcasts of religious activities over NBC during 1936, according to its year-end breakdown. On a weekly basis, they made up almost five hours per week of religious discussions, music and services.

ENTER THE "HAPPY" MEMPHIS
½ BILLION DOLLAR MARKET

OUR TIME IS YOUR TIME

Have a Selling VOICE in this 17th Wholesale Market of the U.S.

YES . . . we say, "Happy" Memphis and Happy Mid-South! Memphis is leading nearly every other city of the United States of similar size as a Wholesale and Distributing center, surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul; also New Orleans, Houston, Atlanta and Birmingham.

PROSPERITY! With a 100-Million-Dollar cotton crop, farmers are spending money . . . city people are prosperous. Wholesale and retail sales are excellent. WREC is carrying the biggest schedule of Columbia Chain, national spot and local business in its history ● It's January first! Make a new black-ink entry in your sales ledger. Put the "Voice of Memphis" to work for you in this ½ – Billion-Dollar Wholesale Market, the Seventeenth Market of the United States.

WREC LISTENER POPULARITY

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC 64.60%
WMC 32.57%
WNBR 1.99%
WHBQ 84%

DURING 1937 CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC – In The Responsive Mid-South Market – They Won't Work in Any Market Anywhere

"THE VOICE OF MEMPHIS"

BROADCASTING Power 5,000 WATTS

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Speculation on Proposed Federal Shifts Fails to Include Absorption of the FCC

ANY PLAN for realignment of independent agencies and quasi-judicial commissions in the federal establishment, currently under consideration by the administration, is not expected at this time to include the FCC.

Disclosure by President Roosevelt at a press conference Dec. 22 that his plan for reorganization of the federal establishment would include reduction in the number of independent agencies did not, however, throw any definite light on which agencies would be involved. In informed Washington circles, the view has been that such agencies as the Interstate Commerce Commission, Federal Trade Commission and FCC would not be affected by the contemplated changes. The functions of these agencies, it has been pointed out, would not adapt themselves to departmental handling as would some of the smaller and less significant commissions and bodies.

As expressed by the President, the plan would not be primarily one of economizing in government operations but more along the lines of an effort to make the units function with greater efficiency. Wherever possible these agencies would be absorbed by various departments and function under the cabinet officers.

Combined Functions

IN THE case of the FCC, it came into being in 1934 as the successor of the former Radio Commission. In addition to absorbing all of the Radio Commission duties, it also took over regulation of telephone and telegraph aspects of communications which theretofore had been assigned to the ICC. From the State Department it took over regulations of international cables, already having had licensing power over international as well as national radio assignments.

The Byrd committee in the course of its functions submitted to the FCC a questionnaire relating to its functions but did not pursue its study beyond that reply, it was learned. Thus, it was concluded that the FCC was not one of those agencies in which the Byrd committee took particular interest insofar as absorption of its functions is concerned.

While at this time anything relating to possible changing of the mode of communications regulation is in the purely speculative category, there nevertheless has been some thought as to what course, in the extreme, such a reorganization might take. This trend of speculation is that the administration might decide to transfer the executive functions of the FCC to a regular department such as Commerce or Postoffice.

In such a contingency, more than likely the executive functions of engineering, legal, licensing and accounting of broadcasting and communications probably would be assigned to a bureau within the department under one-man control. The Commission itself might be continued to act as an appellate body passing upon decisions rendered by the Bureau, or under the original conception of the Radio Commission when it was created in 1927. The Internal Revenue Bureau—a branch of the Treasury—functions in that way, with the Board of Tax Appeals as the appellate body.

DOLL'S HOUSE—This attractive doll's house was erected on a Willard Hotel corner in Washington for Gordon Hittenmark's WRC-WMAL campaign to help the needy children of the capital. His campaign netted some 5,000 dolls and $500 in cash. He conducted his regular 6:30-9:30 a. m. broadcasts from the doll's house, also his semi-weekly man-in-the-street broadcasts. Washington police were cosponsors of the charity campaign.

Yet another thought on reorganization is that precipitated by the American Bar Association last year in recommending the creation of an Administrative Court as a catch-all agency for government commissions and bureaus not within departments. Senator Logan (D-Ky.) has announced his plan to introduce such a bill at the next session. Independent agencies and commissions having quasi-judicial powers total some 75, of which the FCC is one. The bar association held that these act both as judges and prosecutors and that the proposed court would separate these powers and become the appellate tribunal.

When created in 1927, the Radio Commission was set up purely as a temporary agency to function for one year with regulatory powers. Then it was to become a sort of quasi-judicial body with no regulatory powers. The Department of Commerce, which had jurisdiction over radio licensing before the Commission's advent, was to recapture that power with appeals to the quasi-judicial body. This, however, did not develop because of the growing importance of broadcasting. Instead, the Commission was continued on a temporary basis from year to year until 1930 when Congress set up the agency as a permanent body.

Three separate studies for reorganization of the federal establishment are now going forward. One is being conducted by the President's own Committee on Administrative Management working in conjunction with the Byrd committee of the Senate and the Buchanan Committee of the House and assisted by the expert of the Brookings Institution, a privately-endowed research organization in Washington. A report to the President is expected shortly and it probably will serve as the basis of an omnibus reorganization bill to be presented to the next Congress.

The FCC functions both as a regulatory and quasi-judicial body under the existing law. Should the proposed legislation provide for absorption of the regulatory functions by one of the existing departments (the Commerce Department would be the logical agency) then it might mean that the Commission's functions would be redefined as a judicial body, thus separating the regulatory and judicial functions along the lines advocated by the administration. Such a development is not foreseen, however, because of the stature of the FCC in affairs of the nation and also because it has become an important patronage body from the political standpoint. In other words, it is presumed that administration leaders would be loath to cut down the functions of the Commission so that its personnel, both executive and in the rank and file would have to be reduced, thereby eliminating important patronage posts.

Dill's Best Renews

U. S. TOBACCO Co., New York (Dill's Best & Model Smoking Tobacco) has signed *Pick & Pat*, Benny Krueger's orchestra and Frank MacMahon, the program's director, for another year on 45 CBS stations, Mondays, 8:30-9 p. m. with repeat 11:30 p. m. to 12 midnight. The present talent contracts do not expire until March 1, 1937. Program has been on CBS since June 1935. Arthur Kudner Inc., New York, has the account.

Takes Air in February

THE new KHUB, Watsonville, Cal., a 250-watt daytime station on 1310 kc. recently authorized by the FCC, will go on the air in latter February, according to F. W. Atkinson, publisher of the *Watsonville Register* and *Evening Pajaronian*, the licensee. Mr. Atkinson stated that personnel of the station has not yet been selected, but that an RCA transmitter with associated RCA speech input equipment is being installed.

WJBY Produces Results In Alabama's Second Industrial Market

WJBY

Gadsden, Alabama

What About Your Programs for 1937?

Will your station continue to enjoy an ever increasing popularity with the listening public during the year just starting?

This depends entirely on the type of programs you offer as entertainment in the rapidly growing group of radio equipped homes.

Our business is the building of feature length major productions, high in entertainment values, in step with the modern trend in program standards, conceived and executed by an organization recognized for quality.

There is a Transco feature available for the most critical spot on your program schedule. Complete auditions will be made by our field managers at your convenience.

●

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

RAY STRICKER

OF SHAFFER-BRENNAN CO.

Thanks, Ray, for all the good business through your agency during the past two years. You already know of our dominant coverage of the Central Illinois market—and how we serve 295 local and 96 national accounts. We feel sure that results have proven WMBD's ability to thoroughly cover this rich territory. You may be sure of our co-operation in any future campaigns you might select for this prosperous market.

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

WFIL

560 Kc.

PHILADELPHIA'S MOST POPULAR STATION

NBC BLUE - MUTUAL

The Other Fellow's Viewpoint . . .

Thank You!

EDITOR BROADCASTING:

CONGRATULATIONS ON YOUR DECEMBER FIFTEEN ISSUE STOP IT WILL LIVE A LONG LONG TIME STOP LET'S HAVE YET MORE PICTURES IN THIRTY-SEVEN STOP IT'S SO HELPFUL TO KNOW WHAT THE CHAP YOU'RE DOING BUSINESS WITH LOOKS LIKE STOP AGAIN CONGRATULATIONS UPON A SWELL JOB AS THE ORGAN OF AN IMPORTANT INDUSTRY AND OUR VERY BEST WISHES FOR THE NEW YEAR.

MERTENS & PRICE Inc.,
Dec. 19 Los Angeles.

Dissenting Opinion

EDITOR BROADCASTING:

After reading the preponderance of material in favor of horizontal power increases for broadcast stations that has been carried in radio publications recently I offer a contrary view, to-wit: That this scramble for increased power on the part of the broadcasters will eventually prove unhealthy for the industry.

It is easy to understand the desire on the part of every broadcaster to have a "dominant signal" in his territory, but after all, these so-called "dominant signals" are only relative when you consider the sensitivity of the modern day receiver. The broadcaster can increase his signal by any of the many means—vertical antennas, by obtaining permission to use more power from the FCC — but sight should not be lost of the fact that whatever facilities are at hand for one broadcaster are also at hand for every other broadcaster to a varying degree, therefore, mathematically the situation points to the inescapable conclusion that if each broadcaster follows exactly the same procedure in an attempt to better himself individually and obtain that "dominant signal" he will find himself in exactly the same relative position that he occupies at the present time, except that he will have increased his investment considerably through purchase of trick antennas, more powerful equipment, etc., and he will have caused a considerable increase in objectionable interference to listeners in his secondary coverage.

In recent months the listeners have not been heard from, neither have they been taken into consideration by the broadcasting industry in this last power scramble, but it is inevitable that they will be heard from if the trend towards increased power is carried out with resultant interference. When this occurs, which is inevitable, the listener will be heard from by Congress and Senate to the detriment of the best interests of the broadcasting industry as the listener will insist upon more government regulation and control of the industry.

At present it appears that each broadcaster is firm in his determination to get what he can for himself "and the devil take the hindmost". The whole power grabbing program is, in my opinion, unnecessary in the public interest and will only temporarily satisfy a few wealthy broadcaster interests.

Any trend toward granting of super power is just a step toward monopoly of the radio audience and is bound to prove detrimental in the long run to the listener inasmuch as he will not have a continuance of the local service which is now being maintained to such a high degree by regional stations, as well as local stations.

Perhaps this anti-view of the power inflation agitation will be interesting to you, as well as your readers.

F. W. BORTON,
President, WQAM,
Dec. 16 Miami, Fla.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

Are Chicks News?

EDITOR BROADCASTING:

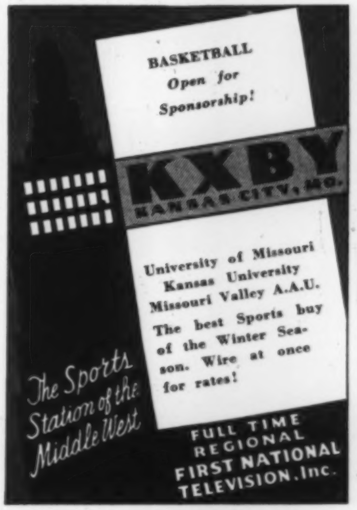
That's an interesting little story in your current issue about the chicken people that are going to broadcast over a station 50 miles away down in Kansas.

But, really it's not so unusual is it? Four months ago the Famous Poultry Farms of Shenandoah, Ia., signed a contract for two quarter hours daily on WAAW to start Jan. 4. And the programs will originate right in the room where those big hatching machines disgorge their hundreds of thousands of Famous chix. If you tune in, you'll hear the first feeble peeps of the new-born chix as well as the well-known voice of General Manager Ross Salmon, one of the most popular radio-poultrymen in the midwest.

And Shenandoah is 65 miles from Omaha and WAAW. And we didn't think that was unusual enough to make a news story out of it!

ADAM REINEMUND,
Commercial Manager, WAAW
Dec. 15.

ALL employees who had been with CBS over a year received a Christmas bonus of one week's salary along with their weekly check on Dec. 24.


BASKETBALL
Open for Sponsorship!
KXBY
KANSAS CITY, MO.
University of Missouri
Kansas University
Missouri Valley A.A.U.
The best Sports buy of the Winter Season. Wire at once for rates!
The Sports Station of the Middle West
FULL TIME
REGIONAL
FIRST NATIONAL
TELEVISION, Inc.

Covering Radio

EDITOR BROADCASTING:

I think the job you are doing is simply superb. The Oct. 1 issue was grand and the two succeeding issues have been just as good. The news coverage of all angles of the industry and the method of presentation strike me as just right. I don't know how many fan letters you are getting these days but the industry is certainly most fortunate in having such an excellent trade publication for itself.

THEODORE C. STREIBERT
Vice President
WOR, New York

Union Oil to Return

UNION OIL Co. of California, Los Angeles, through the Los Angeles office of Lord & Thomas, on Jan. 27 will return to the air with a weekly half-hour program from the NBC Hollywood studios to the Red network, plus the four McClatchy stations and KTAR, Phoenix. The time will be 6:30 p. m. (PST) Wednesdays. Program will be titled *Thrills*, with dramatizations of mysteries, current events, historical sequences and others of that type. F. C. Dahlquist, president of American Radio Features, Los Angeles transcription firm, will write the scripts. David Broekman's orchestra will be used.

NO MORE gongs will be sounded on *Maj. Bowes Amateur Hour* for Chrysler after the Dec. 31 broadcast. The major has decided the gong is outmoded with the arrival of 1937.

YOUR LOAN ACCOUNTS WANT MORE BUSINESS NOW!
LOAN RADIOAIDS WILL SELL LOANS!
Wire or write
"TIME IS MONEY"
Radioaids INC.
REG. U. S. PAT. OFFICE
1585 Cross-Roads of the World
Hollywood, Calif.
★ ★
also available
Laundry Ice Cream
Bread Furniture
Used Car Jewelry
RADIOAIDS

KSD
IN ST. LOUIS
SERVED MORE ADVERTISERS DURING 1936
---and did more business than in any other year in its history. It was, indeed, a wonderful year for both listeners and sponsors on KSD.
LOOKING FORWARD IN 1937
KSD hopes it may be of greater service to a greater number during the coming year.
Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

Radio's Importance in Politics

(*Continued from page 13*)

date may be among the radio audience, it is necessary to address the speech to the common quality of the audience. This can not be any one of the political emotions, but can only be the faculty of reason. Hence the more rational tone of political controversy over the radio and the subordination of impetuous appeals to passion and prejudice in the interest of sobriety of thought and argumentation.

"The press was a conspicuous figure in the campaign, but it tended to play a new role. No longer regarded as highly important for its report of the speeches always with rare exceptions very defective from the viewpoint of the candidates, the newspapers have come to be employed particularly for the purpose of advertising the broadcasts and the meetings which serve as the pretexts for broadcasts. The influence of the editorial page is manifestly waning. The most influential newspaper editors, like the most influential radio news commentators, were those who enjoyed the greatest reputation for the independence of their opinions.

"The full benefit of the improvement in the technique of popular government, which has been made possible by the development of the radio, depends upon the preservation of the freedom of the air. Every American agrees that the air should be free, but grave differences of opinion have emerged concerning the ways and means of securing the blessings of that freedom. At first thought it may seem that the problem of free speech over the radio is not essentially different from that of freedom of speech at ordinary public meetings or freedom of expression in the newspapers.

"The speaker before the microphone at a broadcasting station, like the platform speaker and the newspaper writer, supposedly has a constitutional right to express his opinions without obtaining the previous approval of any censor. He is, of course, responsible for what he says, like any other public speaker, and may be required to defend himself in a court of justice against a charge of libel, if he abuses his freedom. But there is theoretically no censorship. The Communications Act of 1934 explicitly provides that the proprietors of licensed broadcasting stations shall have no power of censorship over the material broadcast.

EDUCATOR—Instructor Richard Marvin points out the text to Guest Speaker Sheila Barrett at a recent session of his Tuesday evening radio class at Northwestern University. Outside of school hours Marvin heads the radio department of J. Walter Thompson Co., Chicago, handling production on the *Elgin Football Review, Bowman Fireside Theatre* and the *Northerners.* Miss Barrett is a versatile monologist who has recently entered the realm of radio after a successful career in night clubs.

License Limitations

"BUT THERE is an important difference between radio broadcasting and public speaking in a hall or publishing one's views in the newspapers. The number of broadcasting channels is limited, and the practical capacity to express one's views over the air is conditioned upon the willingness of the proprietors of licensed stations to give or sell time at the microphone. Anybody with the price can hire a hall or start a newspaper, but not everybody with the price can obtain a license to operate a broadcasting station.

"Certain questions of principle remain to be considered. Is it compatible with a proper freedom of the air for the managements of the great broadcasting chains (1) to refuse to sell time to political committees except during the period between the national conventions and the day of election; (2) to refuse to permit the broadcasting of dramatic political sketches at any time; (3) to insist upon allocating free time for the discussion of controversial issues according to their own editorial judgment respecting the requirements of the various interests of the parties to the discussion and of the public; and (4) to exercise the power of shutting off from the air at any time any portion of a political speech which seems to themselves to be prejudicial to the best interests of the public?

"Some considerations affecting these questions are clear. It is obvious that, as long as radio broadcasting facilities are not in fact available at a reasonable price for all who may wish to use them, the freedom of the air can not possess the same meaning as the freedom of speech in general or that of the press. It is obvious also, that while the volume of broadcasting continues to be limited by the dearth of wave-lengths, somebody will necessarily exercise a kind of censorship over radio programs, including political speeches.

"This censorship will almost certainly appear to the speakers whose broadcasts are affected by such censorship to be arbitrary and oppressive. The real question to be determined, however, is not whether discretionary power to allocate time and edit speeches shall be lodged somewhere, but rather in whose hands shall the power be lodged. The practical choice lies between the chain managements and proprietors of broadcasting stations, on the one hand, and on the other, the Federal Government, or some agency established by it for the purpose.

Good Judgment

"UP TO NOW, the managements of the great chains have generally shown a sound discretion in the exercise of their editorial judgment concerning broadcasting material. They have recognized that they are in a sense trustees for the public, and not merely the managers of private profit-seeking businesses. The same unfortunately can not always be said for the proprietors of local stations. But the leaders of the broadcasting industry have not been unmindful of their public obligations. They have fairly won the opportunity to continue in the management of the industry.

"Another problem growing out of the use of the radio in political campaigns is that of the freedom of speech for radio news reporters and news commentators. It might be supposed that no problem would arise in connection with the mere reporting of news on the air, if the reporter is furnished with a supply of accurate news and is careful to avoid the expression of opinions along with the news. But news broadcasting is not so simple as it seems.

"The news broadcast is likely to be part of a commercial program, and there is always the possibility that the selection of news, if not its editing for broadcasting purposes, is influenced by the inter-

YOU Pay Less
To Get the Best
Results in
ATLANTA
By Airing Your
Sales Message over
WATL

THE MOST
POWERFUL
STATION

DENVER
800 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

X
MARKS THE
SPOT
•
FOR YOUR SPOT
CAMPAIGN
IT'S
WSOC Charlotte, N. C.
an
NBC Affiliate

A Happy New Year in
Prosperous Western Montana
is a Cinch.
Cash in on it thru,
1000 watts
1260 kc.
KGVO
Missoula, Montana
CBS Affiliate

est or the prejudices of the program's sponsor. The practice of editing political news published in a regular newspaper to suit the interest or the prejudices of the publisher, though objectionable, may be checked by the loss of readers to a competing paper. Similar treatment of news broadcasts, however, is more insidious, since there is no permanent record of the broadcast at the receiving set. Moreover, news broadcasters are much more dependent upon the sponsors of the programs in which they appear than newspaper reporters or even publishers upon the advertisers in the papers.

"The situation of the radio news commentator is much more difficult. An independent and fearless commentator, like a newspaper columnist, may exert a great influence in a political campaign. He is no less likely to tread on the toes of powerful individuals and must look for protection, not to station proprietors as the columnist looks to newspaper publishers, but to the manufacturer of some article of commerce. The dependence of the radio news commentator upon the advertiser affords a precarious security against improper influences. Under the circumstances the character and achievements of the outstanding radio commentators reflect much credit upon the public spirit of their financial sponsors, but since news interpretation is, or should be, a kind of public institution, the commentator's freedom of speech can not be regarded as satisfactorily secured.

Keeping Speech Free

"GREATER safeguards for the freedom of the air are desirable. No abuses have developed which would justify an effort at this time to take control of the broadcasting business out of the hands of the broadcasting companies and station licensees, but arrangements should be devised by means of which the radio listeners of the country may be better protected against unwise use of the power of editorial supervision by the managers of the great chains and the proprietors of local stations. There has been much discussion of schemes for the establishment of an official or semi-official board of appeals and review to serve as a kind of supreme court in the radio industry. If controversies such as that between the Republican National Committee and the broadcasting companies at the beginning of the campaign a year ago should become frequent, doubtless some such expedient would become necessary.

"But any scheme which involves the establishment of what would be in effect a semi-official or official censorship can only be a reluctant choice among evils. Better at this stage in the development of radio communication would be an attempt on the part of the broadcasting companies themselves to frame a voluntary code of fair practices for the guidance of members of the industry. It might be well also to provide for the participation of representatives of the public in the framing of the code. A code authority for the broadcasting industry would command the greatest confidence on the part of the public, if it were a partnership between the government and the industry, not a partnership in the profits, for the government ought not to make a profit from radio broadcasting, but a partnership in determining the conditions upon which the freedom of the air shall acquire practical significance."

GET TEXAS MONEY!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" - TEXAS

HEADQUARTERS WJIM CHRISTMAS FUND
HELP THE WJIM Christmas FUND

WJIM AIDS POOR—Lansing needy were aided to the extent of $3,700 as a result of a campaign staged during the holiday season by WJIM, the fund going to 300 families who received food, toys and clothing. Outside quarters were rented as headquarters for the fund. In one case an impromptu businessmen's band got $100 for the fund from a listener for playing a number, and another $50 to get off the air.

New Kansas Local

THE NEW KGVB, Great Bend, Kan., 100 watter ,on 1370 kc., recently authorized by the FCC, will go into operation about March 1, according to advices from E. E. Reuhlen, local merchant, who is the licensee and who will manage the station. Jere W. Murphy Jr., formerly in theatrical work, and C. L. Gallon, formerly with KGNO, Dodge City, and KWBG, Hutchinson, will act dually as program directors. Carl Hall, graduate of First National Television's school at Kansas City, will be chief engineer. Entire equipment is being built by Collins Radio Co.

A REMOTE from Havana, with Red Barber of WLW at the microphone, was to be featured on the Mutual Network New Year's afternoon, featuring the Villanova-Auburn football game played as part of Cuba's National Sports Festival. A special crew of engineers under G. W. Johnstone, WOR public relations director, went to Havana.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Employment in the Hartford area is exceptionally stable . . . yearly incomes are higher than the country's average . . . savings deposits average $766.00 per capita . . . people *have* money, and SPEND it. It's a profitable market the year 'round.

Basic Network Station of the Columbia Broadcasting System

Joint Chain Store Series Is Shifted in California

CALIFORNIA'S HOUR, weekly from KHJ, Los Angeles, to the Don Lee-CBS network for the last nine months, on Jan. 3 will switch to NBC-Blue network, plus the four McClatchy California stations on Sundays at 7:15 p. m. (PST) for an hour. Lord & Thomas, Los Angeles, is agency.

The program will continue to use Conrad Nagel, film star, as master of ceremonies and Dave Broekman's Orchestra. The new series will also include Connie Boswell, and will continue the collegiate atmosphere with a salute to coast colleges, using talent from various colleges.

California's Hour, sponsored by the California Chain Stores Assn., previous to the November elections was used to awaken public interest in killing projected state legislation to tax chain stores, and the defeat of the measure was attributed largely to the broadcast series. Since the election, the program has been continued as a good-will medium for the state's chain stores.

OF THE 250,000 radios estimated in Mexico, 120,000 are in the Federal district of Mexico City, reports the Department of Commerce, which also states that 99% of Mexico's radios are imported from the United States.

MORTON DOWNEY, during his recent trip abroad, reports encountering an announcer on a Dublin radio station named Samuel Cohen who introduced artists with an Irish brogue.

W CBS I G
IN GREENSBORO, N.C.

It's great to be in the *best* business in the world . . .
It's glorious to live in this *favored* region . . .
It's wonderful to have served so many *fine* friends . . .

So . . .

to you we send our heartiest
Greetings and all good wishes for the New Year!

• • •

We offer an intelligent merchandising service to both network and spot advertisers.

WBIG
in Greensboro, N.C.

DAY ......1,000...... NIGHT
unlimited time

WGBI

5000 WATTS IN THE CENTER OF THE DIAL

DOMINATES NORTHEASTERN PENNSYLVANIA

√ To sell Northeastern Pennsylvania, you must use a Northeastern Pennsylvania station and **WGBI** is first because of power. (**WGBI** is the most powerful station in this area.)

√ **WGBI** is first choice with the listeners of this densely populated area because it delivers the strongest signal obtainable.

√ **WGBI** is first choice because of its programs which include not only outstanding national features but many of exceptional local and regional interest.

√ **WGBI** is first because of complete Transradio News service, N.B.C. Thesaurus and World Broadcasting System Library.

√ **WGBI** is in the 3rd largest city in the state and in the center of the 17th largest metropolitan area of the United States.

These are a few of the reasons.

Write for your copy of "HERE'S PROOF".

SCRANTON BROADCASTERS, Inc.

FRANK MEGARGEE, President

Scranton . Pennsylvania

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KDKA, Pittsburgh

Willard Storage Battery Co., Cleveland, 42 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Co., Des Moines.

Allegheny Steel Co., Pittsburgh, 260 *ta*, thru Walker & Downing, Pittsburgh.

Chicago Mail Order Co., Chicago, 36 *sp*, thru Matteson - Fogarty - Jordan Inc., Chicago.

RCA Mfg. Co., Camden, N. J., 15 *sa*, thru Lord & Thomas, N. Y.

Bristol-Myers Co., New York, 208 *sp*, thru Young & Rubicam Inc., N. Y.

Reid-Murdoch Co., Chicago (food), 364 *sa*, thru Rogers & Smith, Chicago.

Union Savings Bank of Pittsburgh, Pittsburgh, Pa., 25 *sa*, thru Edward M. Power Co., Pittsburgh.

Commercial Milling Co., Detroit, 65 *sp*, thru Karl G. Behr, Detroit.

Freedom Oil Works Co., Freedom, Pa., 100 *sp*, thru Albert P. Hill Co., Pittsburgh.

Freedom Oil Works Co., Freedom, Pa., 96 *t*, thru Albert P. Hill Co., Pittsburgh.

Lancaster County Seed Co., Paradise, Pa., 8 *t*, thru C. F. Kern Adv. Agency, Philadelphia.

Scott Paper Co., Chester, Pa., 78 *sp*, thru J. Walter Thompson Co., N. Y.

KSFO, San Francisco

Olson Rug Co., Chicago (rugs), 6 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.

Compagnie Parisienne Inc., San Antonio (perfume), 4 weekly *ta*, thru Northwest Radio Adv. Co. Inc., Seattle.

John C. Michael Co., Chicago (quilts), 6 weekly *sa*, thru Northwest Radio Adv. Co., Seattle.

General Mills Inc., Minneapolis (cereal), 3 weekly *t*, thru Westco Adv. Agency, San Francisco.

WAAB, Boston

George E. Warren Corp., Boston (Cleercoal), 4 *sp*, thru Harry M. Frost Co. Inc., Boston.

Lyric Corp., Boston, 26 *sa*, thru Harry M. Frost Co. Inc., Boston.

New England Telephone & Telegraph Co., Boston, *sa*, thru Doremus & Co., Boston.

S. S. Pierce Co., Boston (grocery chain), *sa*, thru Harold Cabot & Co. Inc., Boston.

WMAQ, Chicago

Shopping News Inc., Chicago (Downtown Shopping News), 100 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

E. H. Dougherty Co., Chicago (*Sport Eye*, magazine), 2 weekly *sp*, direct.

Larus & Bro. Co., Richmond (Edgeworth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.

WEAN, Providence

Clear Weave Hosiery Stores Inc., Providence, *sa*, direct.

Rhode Island Ice Co., Providence, 6 *sa*, thru John Danielson, Providence.

Rockwood & Co., Providence, 12 *sa*, thru Lanchen & Horten, Providence.

Weybosset Pure Food Market, Providence, 3 *sa*, thru John Danielson, Providence.

KMPC, Los Angeles

John C. Michael Co., Chicago (Quilts), daily *sa*, thru Northwest Radio Adv. Co. Inc., Seattle.

Compagnie Parisienne Inc., San Antonio (perfume), daily *sa*, thru Northwest Radio Adv. Co. Inc., Seattle.

WBT, Charlotte

General Mills Inc., Minneapolis (Red Band flour), 6 weekly *sa*, thru Blackett - Sample - Hummert Inc., Chicago.

American Popcorn Co., Sioux City, Ia. (Jolly Time popcorn), weekly *sp*, thru Coolidge Adv. Agency, Des Moines.

Scott Paper Co., Chester, Pa. (towels), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

Westinghouse Elec. Supply Corp., Cleveland, 2 weekly *sp*, thru Fuller & Smith & Ross Inc., Cleveland.

Comet Rice Co., New York, 2 weekly *sp*, thru Tracy-Locke-Dawson Inc., N. Y.

Bunte Bros., Chicago (candy), 3 weekly *ta*, thru Fred A. Robbins, Chicago.

Benjamin Moore Paint Co., New York, weekly *sp*, direct.

Musterole Co., Cleveland (proprietary), 7 weekly *sa*, thru Erwin Wasey & Co. Inc., N. Y.

Webster - Eisenlohr Inc., New York (Cinco cigars), 7 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

Olson Rug Co., Chicago, 3 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.

WGN, Chicago

Consolidated Drug Trade Products, Chicago (Melba skin cleanser), 3 weekly *sp*, thru Benson & Dall Inc., Chicago.

Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *sp*, thru Wade Adv. Agency, Chicago.

WICC, Bridgeport-New Haven

Sears, Roebuck & Co., 26 *t*, thru Harry Goodman, N. Y.

G. W. Van Slyke & Norton Inc., Albany (Peter Schuyler cigars), 6 *sp*, thru Moser & Cotins, N. Y.

WBZ-WBZA, Boston-Springfield

Doyle Packing Co., Newark (Strongheart Dog Food), 26 *sa*, placed direct.

D'Orlando & Co. Inc., Boston (candy), 78 *t*, thru Harold F. Lewis Inc., Boston.

Paine, Webber & Co., Boston (broker), 116 *sp*, thru Doremus & Co., Boston.

Scott Furriers Inc., Boston, 52 *sp*, thru Continental Agency, Boston.

Massachusetts Cooperative Banks League, Boston, 13 *sp*, thru Advertising Management Association, Boston.

Capitol City Products Co., Columbus (Dixie Margarin), 52 *sa*, thru J. Horace Lytle Company, Columbus.

American Pop Corn Co., Sioux City, Ia. (pop corn), 26 *sp*, thru Coolidge Adv. Co., Des Moines, Iowa.

Scott Paper Co., Chester, Pa. (Scott towels), 78 *sp*, thru J. Walter Thompson Co., N. Y.

WGY, Schenectady

New York State Dept. of Publicity, Albany (winter sports), 25 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Olson Rug Co., Chicago, 3 weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

Beneficial Management Corp., Newark (loans), 23 *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.

G. E. Reardon Co., Albany (furniture), 10 *sp*, direct.

KFRC, San Francisco

American Pop Corn Co., Sioux City, Ia., (Jolly Time popcorn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.

Hale Bros., San Francisco (department store), weekly *sp*, thru Frank Wright & Associates, San Francisco.

From San Francisco Examiner

"As near as I can make out—it's toothpaste!"

WBBM, Chicago

Stephano Bros., Philadelphia (Marvel cigarettes), 3 weekly *sp*, thru Aitkin-Kynett Co., Philadelphia.

Justrite Co., Milwaukee (bird seed), 52 *sp*, thru Hoffman & York, Milwaukee.

Vick Chemical Co., New York (cold remedies), 1 *sa*, direct.

Excell Laboratory, Chicago (fertilizer), 39 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.

Reid, Murdoch & Co., Chicago (Monarch foods), 62 *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Bulova Watch Co., New York, 49 *sa*, thru Biow Co. Inc., N. Y.

Lever Bros. Co., Cambridge, Mass. (Spry), 21 *sa*, weekly, thru J. Walter Thompson Co., New York.

Kroger Grocery & Baking Co., Cincinnati (grocers), 26 weekly *sa*, thru Ralph H. Jones Co., Cincinnati.

Curtiss Candy Co., Chicago (Baby Ruth candy bars), 50 weekly *sa*, thru McJunkin Adv. Co., Chicago.

Aurora Laboratories, Chicago (Clear-Again), 26 *t*, thru Aubrey, Moore & Wallace Inc., Chicago.

WOR, Newark

Colgate - Palmolive - Peet Co., Jersey City (Palmolive, Super Suds), 5 weekly *t*, thru Benton & Bowles Inc., N. Y.

Tide Water Associated Oil Co., New York, 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

New Jersey Bell Telephone Co., Newark, 1 *sp*, direct.

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

Wasey Products Inc., New York, 3 weekly *sp*, thru Erwin Wasey & Co. Inc., N. Y.

Colgate - Palmolive - Peet Co., Jersey City (Super Suds), 5 weekly *t*, thru Benton & Bowles Inc., N. Y.

WIP, Philadelphia

George D. Wetherill Co., Philadelphia (paint), 6 weekly *sp*, direct.

Spatola Importing Co., Philadelphia (wine), 5 weekly *sa*, direct.

Bell Telephone Co. of Penna., Philadelphia, 9 weekly *sa*, thru Horace L. Gross Agency, Philadelphia.

Pennsylvania Finance Co., Philadelphia (loans), 6 weekly *sp*, thru Horace L. Gross Agency, Philadelphia.

Stetson Hat Co., Philadelphia, 10 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.

American Writing Machine Co., New York, 4 weekly *sa*, thru Erwin Wasey & Co. Inc., N. Y.

KDYL, Salt Lake City

Union Pacific Stages, Omaha, 5 weekly *sp*, thru Beaumont & Hohman Inc., Omaha.

Milton Bradley Co., Springfield, Mass. (games), 13 *sa*, thru Blackstone Co., N. Y.

Brown & Williamson Tobacco Co., Louisville, 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Coca Cola Bottling Co., Atlanta, 130 *t*, thru D'Arcy Adv. Co., Seattle, 26

Albers Bros. Milling Co., Seattle, 26 *t*, thru Erwin Wasey & Co., Seattle.

KGO, San Francisco

E. Fougera & Co., New York (Vapex), 3 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.

M. J. Breitenbach Co., New York (Pepto Mangan), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.

WEEI, Boston

Joseph Breck & Son Corp., Boston (seeds), indefinite series *sp*, thru Huber & Creeden Inc., Boston.

New York, New Haven & Hartford Railroad, Boston, 312 *sp*, thru Dowd & Ostreicher Inc., Boston.

WNAC, Boston

E. Fougera & Co., New York (Vapex), 9 *t*, thru Small, Kleppner & Seiffer Inc., N. Y.

Benrus Watch Co., New York, 365 *sa*, thru Brown & Tarcher Inc., N. Y.

XUM

RADIO ADVERTISERS

THE Chicago office of Bozell & Jacobs Inc. announces appointment as advertising agency for Mutschler Brothers Co., Nappanee, Ind. (Porta-Bilt kitchen furniture); Geo. D. Roper Corp., Rockford, Ill (gas ranges); William A. Baehr Organization, Chicago (management company for North Shore Gas Co., Waukegan, Ill); Great Northern Gas Co., Saulte Ste. Marie, Ont.; Great Falls Gas Co., Great Falls, Mont.; Denver Ice & Cold Storage Co., Denver; Capital Ice Refrigerating Co., Indianapolis; Southern Arizona Public Service Co., Benson, Ariz.; Great Northern Utilities Co., Shelby, Mont.; New Mexico Public Service Co., and Highland Utilities Co.

MAYFLOWER HOTEL, Washington, is transcribing at U. S. Recording Co., Washington, a series of 13 five-minute transcriptions using Sydney's orchestra as talent. The hotel is understood to be planning placement of the discs on 50 to 70 stations.

BUCKEYE SODA Co., Painesville, O., is planning a test campaign in the Rocky Mountain area on Bikarb baking soda.

KING'S BREWERY Inc., Brooklyn, has placed its account with L. H. Hartman Inc., New York.

DIPLOMAT PRODUCTS Inc., New York (food), has appointed H. B. LeQuatte Inc., New York, as advertising counsel.

FOWNES BROS. & Co., New York (gloves) is advertising through Sterling Adv. Agency, New York.

A. H. POND Co. Inc., Syracuse diamond and watch importers, radio user, is placing through John B. Flack Adv. Agency, Syracuse.

MAY OIL BURNER Corp., Baltimore (Quiet May), has transferred its account to U. S. Adv. Corp., New York.

GENERAL SHOE Corp., Nashville, Tenn. (Jarman Friendly and Custom shoes) has appointed Tracy-Locke-Dawson Inc., New York, to handle its account. No radio is included in the advertiser's 1937 advertising budget.

CAL-ASPIRIN Corp., Cincinnati (proprietary), has named Thompson-Koch Co., Cincinnati, as agency.

HOWARD SHOE Inc., New York, has shifted its advertising to Pettingell-Fenton Agency, New York.

FAWCETT PUBLICATIONS Inc., New York, has appointed J. M. Mathes Inc., New York, to service its advertising.

QUIX LABORATORIES, Chicago, now placing advertising direct.

EDISON ELECTRIC ILLUMINATING Co., Boston (utility), has placed its advertising account with Batten, Barton, Durstine & Osborn Inc., Boston.

ZONITE PRODUCTS Corp., New York (Zonite antiseptic, Zonitors) has appointed Cowan & Dengler Inc., New York, to service its account.

SAPOLIN Co., New York (paint), has appointed E. T. Howard Co., New York, to handle its account.

CITY NATIONAL BANK, Evansville, Ind., has taken 26 half-hour *Sunday Players* transcribed programs from Mertens & Price Inc., Los Angeles, for placement on WEOA.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

RALSTON PURINA Co., St. Louis (cereal), brought the entire cast of its NBC serial program, the *Tom Mix-Ralston Straight-shooters*, from Chicago to St. Louis Dec. 24 for a company Christmas party of the company's sales staff. Following the party the cast put on their regular broadcast from the studios of KSD and then returned to Chicago by chartered plane.

Talent Bureau in Radio

ARMAND & L'ESTELLE Associated Entertainments, a talent bureau offering script and program building services as well as a variety of musical and dramatic artists, has opened offices in the Fine Arts Building in Chicago. Principals are Armand H. Buisseret, musical director and concert violinist, who for many years was associated with WGN and who more recently served as musical director of the ABC network, and Estelle A. Lutz, playwright and business woman who was formerly an executive of the Chicago Musical College and the Gunn School of Music.

WHILE STROLLING — Down Broadway one day we find Loren Watson (better known as Watso), sales manager of Associated Music Publishers Inc., engrossed in conversation with Maurice C. Coleman, newly-appointed manager of WATL, Atlanta. Candid shot was made by a very candid sidewalk cameraman for a half-buck, according to Mr. Coleman.

Asks Rehearing on WOL

A SUPPLEMENTAL petition for rehearing before the full FCC, rather than the Broadcast Division, on the application of WOL, Washington, for regional station facilities in lieu of its present local assignment, was filed Dec. 17 by Continental Radio Co., Scripps-Howard Newspapers radio affiliate which is applying for the same facilities. Last Oct. 13 the FCC Broadcast Division granted the WOL application over several competitive requests, and Continental filed a motion for rehearing, contending that since then the FCC has published its opinion in the case, which it held was "erroneous" in several particulars.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

800
QUARTER HOURS
TAX-FREE MUSIC
●
AVAILABLE FEBRUARY 1st IN RECORDINGS AND CONTINUITY WITH NEW MONTHLY RELEASES THEREAFTER

Dance, Concert, Salon, and Hawaiian orchestras . . . Vocal trios, Quartettes, Choruses . . . Character Singers . . . Accordion, Xylophone, Balalaika and other instrumental novelties . . . Finest artists available . . . recorded by R.C.A. Victor.

LANG-WORTH FEATURE PROGRAMS, Inc.
ORIGINATORS OF TAX-FREE TRANSCRIPTIONS
420 Madison Avenue • New York
•
J. B. CHANDLER & CO., BRISBANE, AUSTRALIA

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

FORD MOTOR Co. Dealers, Dearborn, Mich., on Jan. 5 starts *Al Pearce & His Gang with Larry Marsh's orchestra* on CBS, Tues., 9-9:30 p. m., with repeat at 12 midnight.

FORD MOTOR Co. Dealers, Dearborn, Mich., on Jan. 1 starts *Rex Chandler's 43-piece orchestra* in its NBC-Blue network period, Fri., 9-9:30 p. m., with repeat 11-11:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on Dec. 26 starts *Spelling Bee* on 9 Inter-City stations, Sat., 7-8 p. m. Agency: J. Walter Thompson, N. Y.

BARNSDALL REFINING Corp., Tulsa (petroleum products) on Dec. 19 started *Courteous Colonels* on 8 CBS stations (KRNT, WOWO, WISN, WCCO, KOMA, KMOX, KTUL, KMBC) Sat., 10:30-11 p. m. Agency: Co-Operative Adv. Inc., Tulsa.

national foreign language broadcasting service

It's
in one ear and
out the other
when you don't speak
their language

viola & furman
152 w. 42nd st., new york

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds) on Jan. 4 starts *Myrt & Marge* on 57 CBS stations, Mon., thru Fri., 2:45-3 p. m. Agency: Benton & Bowles Inc., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap) on Jan. 13 starts *The Wife Saver-Allen Prescott* on 19 CBS stations, Wed., Fri., 9:30-9:45 a. m. Agency: Peck Adv. Agency, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Jan. 13 starts *Palmolive Beauty Box Theatre* with Jessica Dragonette on 67 CBS stations, Wed., 9:30-10 p. m. Agency: Benton & Bowles Inc., N. Y.

FERRY-MORSE SEED Co., San Francisco (vegetable & flower seeds), on Jan. 17 starts for 13 weeks *Martha Phillipps Garden Class* on 9 NBC-Pacific Blue stations, Sun., 9:15-9:30 a. m. (PST). Agency: Gerth-Knollin Adv. Agency, San Francisco.

PACIFIC GUANO Co., Berkeley, Cal. (fertilizer & snail bait), on Feb. 7 starts for 13 weeks *The Garden Guide* on 2 NBC-Pacific Red stations (KPO-KFI), Sun., 10:15-10:30 a.m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

OWL DRUG Co., San Francisco (chain drug stores), on Feb. 7 starts for 13 weeks, new program on 5 NBC-Pacific Red stations, Sun., 8:15-8:30 p. m. (PST). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

GILMORE OIL Co., Los Angeles, on Dec. 29 started *Strange As It Seems*, dramatic program, on five CBS West Coast group stations, Tues., Fri., 7:30-7:45 p. m. (PST). Agency: Raymond R. Morgan Co. Inc., Hollywood.

WILLIAM UNDERWOOD Co., Boston (deviled ham), on Dec. 16 began 13 participations in *Gretchen McMullen* food broadcast, Wednesdays at 9:15 a. m., on 11 Yankee stations. Agency: Richardson, Alley & Richards, N. Y.

DURKEE'S FAMOUS FOODS Inc., San Francisco (salad dressing) on Dec. 29 started *Good Afternoon Neighbor* on 5 CBS Pacific stations (plus KSL Fri. only), Tues., Fri., 2:45-3 p. m. Agency: Botsford, Constantine & Gardner, San Francisco.

WGES
WGES
HOTEL GUYON
WASHINGTON BLVD.
CRAWFORD AVE.

WGES 1st IN CHICAGO

First ... in NUMBER of Local Chicago Accounts!
First ... in HOURS per day Sponsored by Chicago Accounts!
First ... in NUMBER of REPEAT Contracts from Local Accounts!
First ... in RESULTS per dollar spent by Local Accounts!

Oak Leaves Broadcasting Station Inc.
1,000 and 500 Watts

IN THE HEART OF CHICAGO
... under Personal Direction of GENE T. DYER

Renewal Accounts

STEWART-WARNER Corp., Chicago (Alemite) on Dec. 28 renewed *Alemite Half-Hour* on 37 CBS stations, Mon., 8-8:30 p. m. with repeat at 12 midnight. Agency: Hays MacFarland & Co., Chicago.

G. KRUEGER BREWING Co., Newark (canned beer & ale) on Dec. 28 renewed *Krueger Musical Toast* on 19 NBC-Red stations, Mon., 10:30-11 p. m. Agency: Biow Co. Inc., N. Y.

SHELL UNION OIL Corp., New York, on Jan. 2 renews *Shell Chateau* on 39 NBC-Red stations, Sat., 9:30-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Tender Leaf Tea) on Jan. 6 renews *One Man's Family* on 59 NBC-Red stations, Wed., 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Tender Leaf tea) on Jan. 3 renews *One Man's Family* on 5 NBC-Pacific Red stations and KTAR, Sun., 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

PONTIAC MOTOR Co., Pontiac, Mich., on Jan. 8 renews *News Through a Woman's Eye* on 66 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. with repeat at 5:30 p. m. Agency: MacManus, John & Adams Inc., Detroit.

STANDARD BRANDS Inc., New York (Royal Gelatin & Aspic) on Jan. 7 renews *Royal Gelatin Hour* on 56 NBC-Red stations, Thurs., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (breakfast foods), on Jan. 2 renews *Kaltenmeyer's Kindergarten* on 24 NBC-Red stations, Sat., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

HOUSEHOLD FINANCE Corp., Chicago (personal loans), on Jan. 5 renews *Edgar Guest in Welcome Valley* on 19 NBC-Blue stations, Tues., 8:30-9 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., Chicago.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 20 renewed *A Tale of Today* on 10 NBC-Red stations (WEAF, WJAR, WRC, WGY, WBEN, WTAM, WMAQ, WOW, KOA, KDYL) with KPO, KFI to be added Jan. 3, Sun., 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

GENERAL FOODS Corp., New York (Calumet baking powder) on Jan. 3 renews *We, The People* on 54 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Young & Rubicam Inc., N. Y.

TILLAMOOK COUNTY CREAMERY ASS'N, Tillamook, Ore. (dairy products), on Jan. 8 renews for 13 weeks *Bennie Walker's Tillamook Kitchen* on 5 NBC-Pacific Red stations, Fri. 10-10:15 a. m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1000 Watts
•
Record Prices
for
Burley Tobacco!

And Asheville is North Carolina's biggest Burley market! Season just opened. Hurry to "air" your sales message over WWNC—blanket Western Carolina—profit by this strong flow of extra mid-winter dollars!

CHEVROLET MOTOR Co., Detroit, on Jan. 10 renews *Rubinoff* on 88 CBS stations, Sun., 6:30-7 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream & brushless cream), on Jan. 13 renews *Gang Busters* on 64 CBS stations, Wed., 10-10:30 p. m. Agency: Benton & Bowles Inc., N. Y.

KELLOGG Co., Battle Creek, Mich. (cereals) on Jan. 11 renews *Girl Alone* on 8 NBC-Red stations, Mon., thru Fri., 12-12:15 noon. Agency: N. W. Ayer & Son Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee) on Jan. 7 renews *Lanny Ross Presents Maxwell House Showboat* on 59 NBC-Red stations, 9-10 p. m. with repeat at 11:30 p. m. Agency: Benton & Bowles Inc., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) on Jan. 3 renews *Do You Want To Be An Actor* on 60 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

CARNATION MILK SALES Co., Milwaukee (evaporated milk) on Jan. 4 renews *Contented Hour* on 55 NBC-Red stations, Mon., 10-10:30 p. m.

MODERN MAGAZINES Inc., New York (Modern Romances magazine) on Jan. 6 renews *Modern Romances* on 6 NBC stations (WJZ, WBZ-WBZA, KDKA, WTAM, WMAQ), Wed., 2-2:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

GORDON BAKING Co., Detroit (Silvercup Bread), on Dec. 21 renewed *The Lone Ranger*, on MBS, Mon. and Fri., 8:30-9 p. m., and Wed., 8-8:30 p. m., for 39 weeks. Agency: Sehl Adv. Agency, Chicago.

H. FENDRICH Inc., Evansville, Ind. (Chas. Denby Cigar) on Dec. 27 renewed *Smoke Dreams* on 5 MBS stations (WLW, WGN, WGAR, WSM, KWK), Sun., 1:30-2 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

RADIO CORPORATION OF AMERICA, New York (receivers and tubes) on Jan. 10 renews *RCA Magic Ke* on 79 NBC-Blue stations, Sun., 2- p. m. Agency: Lord & Thomas, N. Y

Network Changes

GULF REFINING Co., Pittsburgh (petroleum products) on Jan. 3 substitutes Oscar Bradley's band on CBS, Sun., 7:30-8 p. m.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Jan. 1 changes to Hal Kemp's orchestra, Kay Thompson, and Rhythm Singers on CBS.

LEVER BROS., Cambridge, Mass. (Rinso), on Jan. 8 extends *Big Sister* program on CBS to Mon., thru Fri., 11:30-11:45 a. m. with repeat at p. m.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax), on Dec. 29 added KMJ, Fresno, to the NBC-Pacific Red network stations carrying *Death Valley Days*.

BEST FOODS Corp., New York (mayonnaise), on Jan. 7 adds four McClatchy stations KFBK, KWG, KMJ, KERN, to NBC-Pacific Blue stations carrying *Dr. Kate*.

1000 WATTS
VT. N.H.
WNBX
SPRINGFIELD, VT.

Further Expansion Is Planned by NBC; WTCN, KGHF Join

KSTP Shifted to Basic Red; CBS Adds Power in Year

WITH AN assured minimum roster of 114 stations for 1937, NBC announced as the year closed that it had signed 26 new stations during the preceding 12 months. Seventeen of the new stations became regular affiliates during 1936 with nine others joining on Jan. 1 or shortly thereafter. Simultaneously, it was announced that plans were under way for an even greater expansion during 1937, particularly of the Blue network in the South and West.

Newest affiliates as of Jan. 1, announced by President Lenox R. Lohr, were WTCN, Minneapolis, and KGHF, Pueblo, Col. In adding WTCN as a basic Blue outlet for the Twin Cities, KSTP, St. Paul, heretofore a part of the Northwestern Group as supplementary Red and Blue, became the basic Red outlet. WTCN is licensed to the Minneapolis Broadcasting Corp., which is owned jointly by the *Minneapolis Tribune* and the *St. Paul Dispatch-Pioneer Press.* The station's offices and studios are in the Wesley Temple Bldg., and it operates on 1250 kc. with day power of 5,000 watts and night power of 1,000 watts.

Placed on New Circuit

KSTP, a pioneer station, is owned by the National Battery Broadcasting Co. and has been on NBC since 1928. It is managed by Stanley E. Hubbard, president, and operates on 1460 kc. with day power of 25,000 watts and night power of 10,000 watts. The network rate for KSTP remains the same while a rate of $180 per hour was placed on WTCN. In making the stations basic, Mr. Lohr explained, the Twin Cities will be placed on the same circuits that supply programs to New York, Pittsburgh, Cleveland, Chicago, Kansas City and St. Louis, instead of on a supplementary circuit.

KGHF joined the Blue Network as an optional member of the Blue Mountain Group. Owned by Curtis P. Mitchell, it operates with 500 watts on 1320 kc. It was given a rate of $120 per hour.

A recapitulation of NBC outlets disclosed that as of Dec. 31, 1936, there were 105 stations on the two networks from coast to coast and in Hawaii and Canada. On Jan. 1 the stations added in addition to WTCN and KGHF were WEAN, Providence; WICC, Bridgeport; KGNC, Amarillo; KARK, Little Rock. The three stations to be added later and definitely signed are WFEA, Manchester, joining on March 1; WOWO, Fort Wayne, joining on May 1, and WSPD, Toledo, joining May 2.

Stations that have joined NBC since September, 1936, are KGBX, Springfield, Mo.; WCOL, Columbus; KVOD, Denver; WGL, Fort Wayne; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield. The California stations joined the network Dec. 29.

Additions made earlier in 1936, were KGA, Spokane; KJR, Seattle; KEX, Portland; KECA, Los Angeles; WCSC, Charleston, S. C.; WFBC, Greenville, S. C.; KLO, Ogden, Utah; WABY, Albany; WEBR, Buffalo.

CBS ended 1936 with 97 outlets, two less than when the year began but with some 50,000 watts additional power for the network as a whole. While it lost seven markets, it gained five new cities and claimed improved facilities in each.

FRANK E. MASON, NBC vice-president in charge of station relations, who has just recovered from influenza, left New York with Mrs. Mason for Florida Dec. 28 and was expected to return early in January.

NACRE Finds Network Broadcasting Collides With Methods of the Pedagog

ABANDONMENT of network educational programs because of a "double conflict between commercial and educational interests and between the chains and their individual stations", and use of transcriptions to be spotted on stations, irrespective of network affiliation, was recommended by the committee on civic education by radio of the National Advisory Counsel on Radio in Education in a preprint from the publication *Radio and Education, 1936* made public Dec. 28.

In a 78-page pamphlet recounting its experiences in over four years with the series *You and Your Government* over NBC, which was discontinued last June, the committee, in unvarnished terms, contended that the network was unable to provide the type of cooperation necessary for coordinated development of education by radio.

Before recommending use of transcriptions, which would be sold to independent stations, the committee recounted its experiences with NBC, contending that the *You and Your Government* series was buffeted about from time to time, cut from a half-hour to a 15-minute program and finally dropped by the network. Exchanges of correspondence, primarily between Levering Tyson, secretary of NACRE, and NBC officials, purporting to bear out the contention that the network arrangement was undesirable, are quoted at length.

The committee said: "Our experience has demonstrated a conflict between the commercial interests of the broadcasting company and the educational uses of the radio which threatens to become almost fatal to the latter. Educational broadcasting has become the poor relation of commercial broadcasting, and the pauperization of the latter has increased in direct proportion to the growing affluence of the former." The report claimed that NBC's educational department "is weak and is dominated by the business department."

In its concluding chapter, titled "The Next Step", the committee said that its experience with NBC led to the conclusions, arrived at without rancor, that "in view of the double conflict between commercial and educational interests and between the chains and their individual stations, it is useless at this time to attempt systematic education by national network broadcasting at hours when it will be available to large adult audiences."

While CBS has provided a much larger list of stations for the programs presented under NACRE auspices, that network's policy of booking an educational series for a very limited number of weeks only "would preclude the possibility of extending the educational effort or in its facilities," it is stated.

While emphasizing that the booking of electrically transcribed programs with individual stations would be a "laborious task", the committee said it felt it could be accomplished without difficulty. It stated that the actual cost of recording would run about $125 per 30-minute broadcast, including 50 copies. It stated its opinion was that stations could be induced to subscribe to such an educational service at from $50 to $100 per series of sixteen 30-minute broadcasts. The preliminary work in preparing a series of such educational broadcasts and making the necessary arrangements would take about six months. It estimated that the first such series might be developed by the fall of 1937.

Klein Joins BBDO

HENRY KLEIN has resigned as radio director of the Charles Daniel Frey Co. to move to a similar position in the Chicago office of Batten, Barton, Durstine & Osborn Inc., as of Jan. 1. Klein's move is not entirely unexpected, as it coincides with the transfer of the advertising account of the Household Finance Corp., Chicago, on which Klein has been spending most of his time, from Frey to BBDO.

Radio Events Reorganizes

JOSEPH M. KOEHLER, formerly vice-president and general manager of Radio Events Inc., was elected president of the organization and Georgia Backus, formerly president, was elected chairman of the board at the annual stockholders meeting in New York, Dec. 23. Frank Conklin was reelected secretary and treasurer. Miss Backus will continue in charge of Radio Events' network productions and Mr. Koehler will have charge of the business end and the commercial side of script production. Plans for a Chicago and Hollywood office were laid at the meeting and negotiations for additional space for the New York office at 535 Fifth Ave. was authorized.

Fels to Go Net

FELS & Co., Philadelphia (Fels-Naptha soap, chips), is planning to launch a network radio series on CBS. Negotiations were not complete as BROADCASTING went to press, but it is understood that a number of the stations now on the Fels spot schedule will continue to be used after the network series starts. Young & Rubicam Inc., New York, is the agency.

New Colgate Campaign

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate dental powder, shaving cream) on Jan. 7 will start a new series on 58 CBS stations, Thursdays, 10 - 10:30 p. m., with Floyd Gibbons dramatizing listeners' letters describing thrilling experiences. Benton & Bowles Inc., New York, is agency.

Olson Rug Spot Drive To Include 50 Stations

OLSON RUG Co., Chicago, on Jan. 4 will start a spot campaign on some 50 stations, using announcements and a variety of live talent shows of proven local popularity, chiefly daytime. On WLS, Chicago, a minstrel show is sponsored three times a week, and a variety show the other three days. On WBNX, New York, the sponsor is using daily announcements in German, placed through Roesler & Howard Inc. Campaign, which is to run 13 weeks, is directed by Presba, Fellers & Presba Inc., Chicago. In addition to the spot programs, Olson is sponsoring a series of musical programs on three MBS stations (WGN, WLW, WOR), Sunday, 3:30-3:45 p. m.

Stations used in the Olson campaign include: WLS, WJR, WHAM, WCCO, WHB, WWVA, WPTF, WGY, KDKA, KMOX, WTMJ, KOA, WIRE, WBT, WIBW, KNX, KMA, KFNF, KFBI, KFEQ, KFBB, KMJ, KSL, KSFO, WNAX, WGST, WMT, KFRU, KFAB, WKY, KWTO, WJAY, WKBH, KMMJ, KFYR, WJAX, WBNX, WFAA, WTIC, KFEQ, KIRO, WBAL, WJZ, WAAW.

Ford's New Programs

FORD MOTOR Co. Dealers, Dearborn, Mich., has selected *Al Pearce and His Gang* to take over its CBS period, Tuesdays, 9-9:30 p. m., beginning Jan. 5. The program will be known as *Watch the Fun Go By*. Larry Marsh's orchestra will furnish the musical support. For its NBC program, Wednesdays, 9-9:30 p. m., a new musical series, *Universal Rhythm*, begins with Rex Chandler (Chandler Goldthwaite) and his 43-piece orchestra and a mixed chorus of seven voices. *The Caroleers*, novelty group, and Frank Baker will take the air Jan. 1. The programs replace *Fred Waring and His Pennsylvanians* whose contract with Ford expired Dec. 31. N. W. Ayer & Son Inc., New York, has the account.

Kellogg Renews

KELLOGG Co., Battle Creek, Mich. (cereals) on Jan. 8 starts Bill Cunningham, sports commentator on the Yankee Network, Fridays, 7:15-7:30 p. m., for a 52-week run. On Jan. 1, it also begins a new series on KNX, Los Angeles, with Rush Hughes as the commentator. On Jan. 1 the cereal advertiser renews *Gene & Glenn* for a year on the Corn Belt Wireless Network plus a separate program on WCCO, Minneapolis, but programs will run a quarter-hour, six times weekly, instead of a half-hour. Effective Jan. 1 the sponsor's *Texas Rangers* on the Texas Quality Group will be renewed for 52 weeks. N. W. Ayer & Son Inc., New York, has the account.

Kools Adding

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes) on Jan. 4 will add WEAN and WICC to its NBC-Blue program featuring *Jack Pearl*, Mondays, 9:30-10 p. m. KGU, Honolulu, and WDAF, Kansas City, have been added to the list of stations broadcasting Kool's RCA-Victor transcription series.

HIBBARD AYER, New York station representative, on Dec. 29 moved to larger quarters at 350 Madison Ave. and added Horace Hagedorn to his staff. Mr. Hagedorn will continue to represent the Virginia Broadcasting System, in addition to his new activities.

James A. Tedford

JAMES A. TEDFORD, former account executive of Ruthrauff & Ryan Inc., New York, died Dec. 18 in Charlottesville, Va., age 80. Mr. Tedford was with the Ellis F. Draper Adv. Agency until he formed James A. Tedford Agency and then later joined Ruthrauff & Ryan from which firm he retired in 1935.

J. A. FOLGER & Co., San Francisco (coffee), on Dec. 29 changed its Don Lee-CBS serial *Drums* from a weekly feature to five quarter-hours a week on the Don Lee Golden Group of nine stations. Folger, however, will sponsor the serial only two evenings a week, the other three being on a sustaining basis. Raymond R. Morgan Co., Hollywood, handles production of the program.

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION in CHICAGO !
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

AGENCIES AND REPRESENTATIVES

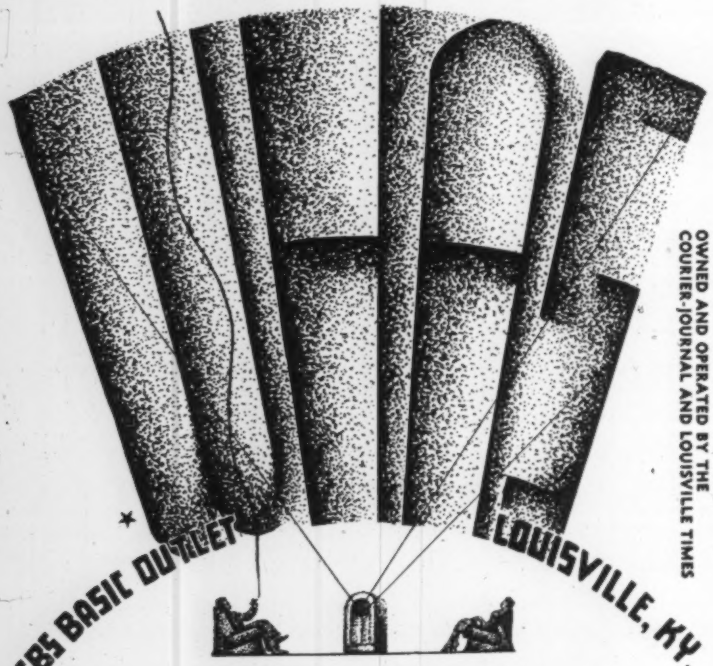
JACK HASTY, radio producer in the New York office of McCann-Erickson Inc., has temporarily been assigned to Hollywood to launch the National Biscuit Co. program which originates from the NBC Hollywood studios Jan. 1 at 6:30 p. m. (PST), Friday nights for a half-hour, 26 weeks. The program has been originating from New York under the title of *Twin Stars*. The Coast presentation will be called *1936 Edition of Twin Stars*. Helen Broderick and Victor Moore will star on the show, with Buddy Rogers' Orchestra.

J. J. DEVINE & ASSOCIATES Inc., Chicago, is the latest firm of newspaper representatives to enter the radio field, having been appointed representatives of WBEO, Marquette, Mich., owned by the *Marquette Mining Journal* which is also represented by Devine. John Toothill has been placed in charge of the firm's radio activities.

BRYANT-GRIFFITH & BRUNSON Inc., newspaper representatives who recently announced their intention of entering the radio representation field, announce that they will represent KLO, Ogden, Utah, and WFBC, Greenville, S. C., newspaper-owned stations, effective Jan. 1.

ROESLER & HOWARD Inc., station representatives specializing in foreign language programs, have been authorized to place national advertising in languages other than English on WTMV, East St. Louis; KLS, Oakland; WCBM, Baltimore.

BLAYNE BUTCHER, of Lennen & Mitchell Inc., New York agency, arrived in Hollywood in December to produce the Walter Winchell programs from the Hollywood NBC studios for two months.


CBS BASIC OUTLET
LOUISVILLE, KY.
OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES

THANKS TO THE AGENCIES AND PROGRAM SPONSORS OF AMERICA FOR THE BIGGER-VOLUME BUSINESS IN 1936—AND HEIGH-HO EVERYBODY, HEIGH-HO FOR 1937.

★ AN APPLICATION FOR 500,000 WATTS NOW IS PENDING BEFORE THE F. F. C.)

REPRESENTED BY EDWARD PETRY & CO.

Coleman to Agency

Mr. Coleman

CARYL COLEMAN, NBC producer of the *Woman's Magazine of the Air* and other western programs, on Dec. 18 resigned from the network to head the radio production department of Botsford, Constantine & Gardner in Hollywood. One of the youngest radio producers to achieve prominence in the West, Coleman was already well known as a playwright and juvenile actor when he joined NBC in 1927. Besides heading the agency's production department, he will also produce several of its most important programs. His successor at NBC has not as yet been named.

JAMES BLEVIN, formerly a junior executive in N. W. Ayer & Son's Philadelphia office, has been transferred to the agency's radio department in New York.

CALVIN AUSTIN, formerly of the sales staffs of NBC and ABC in Chicago and more recently connected with the Reuben H. Donnelley Corp.'s distribution division, has joined Phelps-Engel-Phelps Inc., Chicago, as vice-president.

N. W. AYER & SON Inc. announce the reelection of Adam Kessler Jr. as a member of the board of directors. Mr. Kessler, who has been continuously with the Ayer organization for 35 years, for the past two in an advisory capacity, will resume active participation in its affairs.

F. BARRY RYAN Jr. has been made vice president and director of Ruthrauff & Ryan Inc., New York.

JAY CLARK and Lawson Paynter have been added to the radio department of Lennen & Mitchell Inc., New York. Mr. Paynter has been doing Tidewater Oil scripts on a free lance basis and comes into the agency to take over some of the work of Blayne Butcher, now in Hollywood supervising production of the Winchell program. Jay Clark succeeds Carol Irwin who resigned to join the radio production staff of Young & Rubicam Inc., New York.

WABI, Bangor, Me., has appointed Niles, Field & Associates, New York, as station representatives.

FERGASON & ASTON, national station representatives, has announced the addition of KFYR, Bismarck, N. D., to its list.

WEED & Co., New York, has shifted its Boston representation from WHDH to WCOP.

RESOLVED • •
To reach more homes with my Advertising Dollar in
1937
By Using
WTOC
SAVANNAH, GA.
1260 K. C. CBS
National Representatives
PAUL H. RAYMER CO.

WILLIAM THOMAS, for seven years a member of the NBC press department, New York, has resigned to join Young & Rubicam Inc., New York, as of Jan. 1. Mr. Thomas will do radio publicity work under Fred Wile, Young & Rubicam's radio publicity director. Bill Stewart of the same department will leave for Hollywood Jan. 1 to handle publicity on the agency's programs emanating from the movie center. He succeeds Everard Meade, promoted to the radio production department.

H. K. CONOVER has purchased the interest of Robert W. Serviss in the Conover-Serviss Co., Chicago firm of station representatives, which will go back to its original name, H. K. Conover Co.

LOS ANGELES office of Ruthrauff & Ryan Inc., on Dec. 15 was moved to the Taft Bldg., Hollywood. W. B. Ruthrauff, president, arrived at the Hollywood office Dec. 14 to stay until the first of the year.

New Paris, Tex., Station Has Large Sponsor List

WITH a large list of local advertisers and with Vice President Jack Garner and other national notables sending their congratulations, KPLT, new 100-watt station in Paris, Tex.. associated with the *Paris News*, went on the air Dec. 15 under the management of J. Bert Mitchell, Jr., formerly with KWTO-KGBX, Springfield, Mo.; KOMA, Oklahoma City; KFDM, Beaumont, Tex.; KFYO, Lubbock, Tex., and KTAT, Fort Worth.

A. G. Mayse, publisher of the *Paris News*, is president of the licensee corporation, with 50.1% of the stock; M. B. Hanks and Houston Harte, prominent Texas publishers, each owns 24.9%. The station was installed by W. W. Robertson, now building KBST, Big Spring, and who built KBRC, Abilene, both new locals under interlocking ownership.

The staff of KPLT includes John Hopkins, formerly of KTAT, program director; Weldon Jeffus, formerly of KBRC, chief engineer; Clark Fulks, salesman; Mary Jo Mayse, secretary; Mrs. Walter Bassano, staff pianist; Herbert Wiley, formerly at KGKO, and King Ramsey, formerly with KTAW, relief operators.

Bell Laboratories Medal

BELL TELEPHONE Laboratories have been awarded a gold medal by the American Institute of the City of New York "for researches in electrical science which, applied to communication, have promoted understanding, security and commerce among peoples by transmitting human thought instantly throughout the world." Among Bell contributions have been those in the field of the vacuum, high-fidelity sound systems and broadcasting, the Institute said, as well as development of a nation-wide network of telephoto stations and pioneer work in television by wire and radio.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

West Coast Changes

(Continued from page 14)

affected by this change include *Lum & Abner* (Horlick's Malted Milk Corp.); *Robert L. Ripley* (Standard Brands Inc.); *Waring's Pennsylvanians* (Ford); *Easy Aces* (American Home Products Corp.), and *Ben Bernie* (American Can Corp.), which all move from the Red to Blue on the Pacific Coast. *Uncle Ezra's Radio Station E-Z-R-A* (Miles Laboratories Inc.), switches from the Blue to Red.

Mutual Expansion

MUTUAL began its service transcontinentally Dec. 29, offering a list of 38 stations from New York to Los Angeles, picking up some two-dozen outlets not heretofore available. Providing time is available, it announced, sponsors can choose as few as two or as many as the entire roster. Chairman Prall of the FCC dedicated the network by reading a message from President Roosevelt from Washington, and then personally welcomed the network. Key stations of Mutual saluted the new affiliates on the opening night, and Don Lee and other new outlets in turn on Dec. 30 reciprocated with their portions of the celebration.

As announced by Mutual, the complete roster of stations is as follows: WOR, WGN, WLW, WSM, CKLW, KWK, WHB, WSAI, WFIL, WBAL, WRVA, WCAE, WOL, WGAR, KHJ, KFRC, KGB, KDB, KFXM, KPMC, KDON, KGDM, KVOE, WAAB, WEAN, WICC, WTHT, WFEA, WSAR, WSPR, WNBH, WLLH, WBRY, KSO, WMT, KOIL, KFOR and KFEL.

President Lenox R. Lohr of NBC announced plans for expansion of NBC's Pacific Coast activities. "In order to meet the present high demand for more programs originating on the Pacific Coast," he said, "we are surveying the situation in San Francisco and Hollywood. The aim of the survey will be a readjustment of personnel and artist staffs in these cities, to balance the situation between them."

Don E. Gilman, vice president in charge of the Western Division of NBC, will maintain offices in both cities. The rapidly increasing number of programs originating on the coast for transcontinental release, Mr. Lohr asserted, and the ever-growing hold of Hollywood on the public's interest as a source of talent, was one of the factors responsible.

Declaring that both Hollywood studio facilities and staffs will be doubled, Mr. Lohr stated that construction plans now are being drawn by O. B. Hanson, network chief engineer. Complete rearrangement of the present Hollywood quarters, built only a year ago, is planned. There will be eight studios, instead of the present four, including two additional stage studios, each with an audience capacity of 250. A master control board, similar to those in NBC headquarters in New York and Chicago will be installed, along with the latest systems of diffused lighting, minimizing heat radiation, and the entire building at 5515 Melrose Ave. will be air-conditioned. The hope is to have the revised setup ready for operation Sept. 1, 1937.

CBS announced that the "greatest array of talent ever to participate in a single broadcast" will contribute to the gala welcoming program for KNX and KSFO on Jan. 2. Actually, however, the switchover was made Dec. 29. William S. Paley, CBS president, was to do the official welcoming, with Maj. Edward Bowes as master-of-ceremonies presenting 40 famous stars representing most of the programs on the CBS network.

New CBS Layout

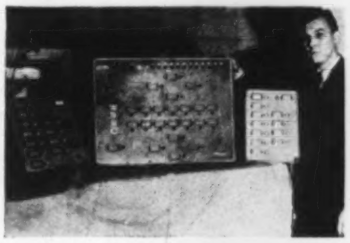
CBS also has let the contract for construction of new Hollywood studios at an estimated cost of $1,000,000. The William Simpson Construction Co. of Los Angeles, was selected. The studios and offices will be erected on Sunset Blvd. between Gower and El Centro streets. Actual construction will begin in February, with completion expected in June. The Simpson company built the present KNX studios. William Lescaze, in association with Earl Heitschmidt, is architect.

The plans provide for a five-story building, a studio building two stories in height and a music hall to accommodate 1,000 persons. A master control will be located on the ground floor, visible to guests. There will be an elaborate experimental television laboratory.

Numerous network officials were in Hollywood for the event. These included program, sales and promotion executives. Ben Paley, cousin of CBS President Paley, last month joined the KNX production department. He was formerly with the CBS program department in Chicago. Victor Ratner, CBS sales promotion manager, arrived in Hollywood the middle of December to remain until after the first of the year in connection with the network switch. Other CBS executives who went to the coast included Hugh Cowham, traffic manager; Bill Lewis, manager of broadcasting, and Larry White, of the program department.

Expected to be on hand for the Mutual opening was Fred Weber, general manager, who planned to fly there in time to introduce Mr. Lee to the audience on Dec. 30.

The Hearst-McClatchy system also put on a statewide broadcast arranged by Ford Billings, Hearst radio representative on the Coast and general manager of the new network. Emile J. Gough, Hearst Radio vice president, was on the Coast for the occasion.



EASY FOOTBALL—Chadwick M. Baker Jr. engineer of WBRC, Birmingham, designed this electric board for football announcing. The center panel contains names of players, downs and yards to go. Other details are supplied on the side panels. The board may be operated by battery.

Don Lee Network Taking Transradio News Reports

TRANSRADIO Press Service, the radio press association, began serving stations of the Don Lee Broadcasting System in California on Dec. 29, expanding its leased teletype circuits 16 hours a day to KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. In addition, the service goes to affiliated stations KVOE, Santa Ana; KXO, El Centro; KPMC, Bakersfield, and KDON, Monterey.

The TP San Francisco bureau, in the Chronicle Bldg., will also cooperate in delivering news to the Don Lee stations in conjunction with Washington and Oregon circuits. The new Los Angeles quarters of Transradio will be in the Black Bldg., 357 So. Hill St., with the office manned and equipped to deliver 24-hour service. Les Mawhinney, onetime KHJ news editor, but the last few years in charge of KNX news activities, will be manager.

KYCA will be the call letters of the new 100-watt station on 1500 kc., which the FCC on Dec. 1 authorized for Phoenix, Ariz. [BROADCASTING, Dec. 15].

AN INCREASE in day power from 2,500 to 5,000 watts for KLRA, Little Rock, Ark., was authorized Dec. 15 by the FCC Broadcast Division. The station uses 1,000 watts at night.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

100 PERCENT SHADOWGRAPHED
ACTONE
TRANSCRIPTION NEEDLES
TYPE
FOR PROFESSIONAL RECORDINGS
WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.
Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
W. H. Bagshaw Co.
Lowell, Mass.
Distributed by
H. W. Acton Co., Inc.
370 Seventh Ave., N. Y. City

WNOX
Represents
The Most
Powerful Influence
In Building Sales
In The Rich
WNOX-KNOXVILLE
MARKET
KNOXVILLE, TENN.

a happy New Year

Start the New Year right. Use
KFH to bring your sales to NEW
highs in the Wichita market.
KFH
NEW 5000 WATTS
DAYTIME POWER
1300 KILOCYCLES
WICHITA
KANSAS
Affiliated with
CBS
National Representatives
EDWARD PETRY & CO.

STUDIO AND PROGRAM NOTES

WTMJ, Milwaukee, again demonstrated the power of radio by breaking all records with its fourth annual "Heine's" Benefit Christmas party for 20,000 Milwaukee poor children. More than 17,500 people jammed the Milwaukee Auditorium Dec. 12 for the mammoth concert, dance and benefit auction featuring *Heinie and His Grenadiers*, WTMJ staff artists, as chief attraction. All of the station's headline acts, however, had a share in the entertainment. Net proceeds of about $5,500 were turned over to the Goodfellow Fund to buy a Christmas gift for every needy child in Milwaukee.

KFWB, Hollywood, on Jan. 1 will raise its rates approximately 33-1/3% as a result of increasing its power to 5,000 watts.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast wrestling direct from the ringside.

JAMES R. CURTIS, president of KFRO, Longview, Tex., announces affiliation with the *Longview Daily News & Journal* for news service and publicity. The newspaper furnishes KFRO full 24-hour news. The station is given four inches daily of news items and also ten inches daily for program publication. Newspaper is running KFRO masthead cut and placing KFRO programs ahead of all others. The newspaper receives eight five-minute news broadcasts daily. Agreement was reached when local citizens began a "Loyalty to Longview" movement. KFRO and the newspaper got together to lead loyalty movement. Previously newspaper had not allowed any mention of the station.

AS A good-will measure to shoppers, WGY, Schenectady, broadcast twice-daily 15-minute Christmas carol periods. The carols were carried to the main Schenectady shopping street by a battery of six speakers installed on an overhead bridge. The idea was conceived by Ralph A. Nordberg, WGY's new sales manager. The program was arranged in cooperation with the business men's bureau of the Schenectady Chamber of Commerce to stimulate the Christmas spirit.

WRAK, Williamsport, Pa., staged a special program to aid the Kiwanis Club in raising funds for an ambulance. A fleet of 26 autos was sent out by WRAK, all radio equipped, and contributions were collected by the autos when announcement of pledges was made by the station. Some $700 was raised in four hours, mostly in $1 donations.

WHIO, Dayton, has relieved its space problem by remodeling the fifth floor of its studio building to allow for five additional offices.

KFAC, Los Angeles, in December started a novel remote series three nights a week with broadcasts of motor car auctions from the Finance & Insurance Auction Warehouse, with Henry Jacoby at the microphone.

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

◆

A Trial Will Convince You Of Its Popularity

CHRISTMAS PARTY—Some 400 youngsters from underprivileged homes were guests Dec. 21 of the *Carnation Contented* broadcast on NBC-Red. Conferring on plans are Niles Trammell (left, seated), NBC vice president, central division, Stanley D. Roberts, Carnation advertising manager (seated, right) and Morgan Eastman, (standing, upper left). Mr. Eastman will travel and rest for several months, Frank Black assuming the Carnation podium Jan. 4.

Perfect Timing

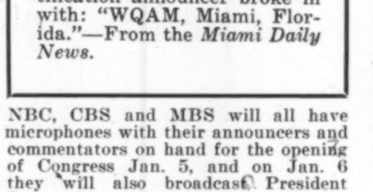
A MIAMI minister was preaching a seasonal sermon over the ether waves Sunday anent the birth of Christ. "A lot of people," he said in the course of his remarks, "are complaining about it being hot down here. It also was warm where Jesus Christ was born." Continuing he asked the figurative question, "and where was Christ born?" whereupon the station identification announcer broke in with: "WQAM, Miami, Florida."—From the *Miami Daily News*.

NBC, CBS and MBS will all have microphones with their announcers and commentators on hand for the opening of Congress Jan. 5, and on Jan. 6 they will also broadcast President Roosevelt's message to the two houses of Congress sitting in joint session.

CONTROL of KSUN, Lowell, Ariz., passes into the hands of Carleton W. Morse, station manager, with 473 out of 608 shares of stock, as a result of a deal with James S. Maffeo, Bisbee, and L. R. Jackson, former controlling stockholders, which the FCC has been asked to authorize.

MRS. M. H. AYLESWORTH, wife of the chairman of the board of RKO and former president of NBC, has been seriously ill at St. Luke's Hospital, New York, since Dec. 19. She showed some improvement Dec. 29.

THE *Cincinnati Times-Star* on Dec. 28 applied to the FCC for authority to erect a new 5,000-watt full-time broadcasting station on 1050 kc., the channel occupied by the 50,000-watt KNX, Hollywood, and the 1,000-watt CRCK, Quebec City.



EXCITEMENT HELPS
Psychologist Sees Benefits In Child Programs

A NOTE of excitement in juvenile programs may be beneficial to young listeners, in the opinion of Dr. J. B. Morgan, of Northwestern U, famous child psychologist and author who reviews all *Little Orphan Annie* scripts for Wander Co., Chicago (Ovaltine). Dr. Morgan says:

"Children may learn to be courageous by hearing the exciting adventures of those who are courageous. For example, in a coming series of episodes in the *Little Orphan Annie* program, Annie and Joe will attempt to find a friend of Daddy Warbucks who has been lost in the interior of Asia for many years.

"They will face many difficulties, overcome many obstacles. Such a situation stimulates excitement, but not the empty excitement which serves no end. Rather it stimulates the courage building type of excitement which should make listening children stronger and more heroic."

Power Shutdown

WHEN fire in the power system of Newark threw the city into darkness Dec. 28, WOR made courtesy announcements announcing that WHBI would be back on the air when power service was resumed. WOR offered its facilities to Newark police and the airport but police could not use the WOR gasoline generator because of fire laws so their radio system was silent until General Electric furnished two portable transmitters. Newspapers also were offered WOR facilities for announcements, the station not being affected by the power shutdown since it uses the generator in the Bamberger store. WNEW's auxiliary studios in Newark were dark but the transmitter was not affected. WHBI was off the air several hours.

Pope Pius' Message

BECAUSE Pope Pius XI's Christmas Eve message from his sickbed in the Vatican came through at 6:30 a. m., EST, which is 3:30 a. m., PST, KHJ, Los Angeles, recorded the shortwave relay and then put it on the air at 1 o'clock that afternoon. In New York, CBS, NBC, WOR and WINS opened their studios earlier than usual Dec. 24 in order that they might broadcast the Christmas message of the Pope direct from Rome, via the Vatican station, HVJ. An English translation was broadcast immediately after the Pontiff concluded his talk. NBC also relayed the program to South America through its shortwave facilities. WMCA did not broadcast the original program but carried a reading of the text on Christmas Day.

FEDERAL PHARMACAL Co., New York (nasal & petroleum jelly, mineral oil) has appointed Vox Co. of Advertising Inc., New York, to service its account. Regional spot radio is contemplated for southern states.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices
NORFOLK — PORTSMOUTH —NEWPORT NEWS

Care and Feeding of Sponsors

(Continued from page 11)

Loop-Holer, other than a fervent wish that Dante might rewrite his *"Inferno"* and supply one select circle for the exclusive occupancy of the L.H.

THE OMINOUS ONE—Capt. Naylin Smith, who so consistently outthinks Sax Rohmer's Fu Manchu, never attains the ominous calm of the Ominous One as he stalks into your presence with a curt "morning!" and fixes you with a glitteringly malevolent eye. His opening salvo goes something like this: "Well, I suppose you have considered the consequences if you people persist in your present attitude."

You politely incline your head in acknowledgment of all the awful things that may happen, but such acknowledgment is met with a sneering snort from your self-appointed adversary. You timidly admit that the ruling that you have made for the common protection of all may, in this case, cost you the business—the admission being immediately met by a withering blast of rhetoric which sets a modern mark for Phillipics. The machine-gun delivery of the blast prevents you from making much sense out of it all, but certain words are readily distinguishable, even expected because of past experience with such barrages. " . . . your board of directors . . . my friend, the president of . . . we've been placing over two million with you . . . outrageous attitude . . . the day will come . . . my patience is exhausted . . . only yesterday . . . your competition stands ready to . . ." and so on, far into the morning.

All this message is delivered to your by-this-time-rosy ears in a deadly monotone. No roars to reach the ears of your apprehensive secretary. No screams of anguish. Nothing but an ominous stream of woe unto ye. Every attempt to explain your attitude is met with a phrase from the Master Mind such as: "I'm not concerned with your problems." Every common sense explanation that you make is brushed aside with: "That's typical of your whole attitude."

Who wins? Nobody. The game ends in a tie, both sides tear up the goal posts, and time marches on.

THE SUCCESSFUL BUYER — Time now, to turn to the great army of successful buyers — and they are fortunately increasing week by week as the advertising fraternity comes to realize that broadcasting is a merger of the advertising business and the show business combining the worst features of each.

The Successful Buyer starts off on the general premise that broadcasting has certain rules that have been formulated over a period of time and which find their strength from experience in the past. True, these rules or policies do not always appear to be fair to the individual case in point, but the Successful Buyer grants their overall fairness and approaches the seller with that attitude. It may well be that the problem that confronts him is one that the seller has faced before—and solved—and the S. B. is wise enough to place the whole a fair face up on the desk where all hands can take a good look without benefit of histrionics. There isn't a man in the business of selling broadcast advertising who will not take off his very shirt to go to work for the buyer who will say: "Here's my problem. It seems to conflict with the policies of your company, but maybe you can help me lick it in some other way."

Time after time, I have seen the most insurmountable problems licked to a very frazzle by the joint efforts of the buyer and the seller—and without loss of dignity to either one.

Should it happen that someone else besides the editor of BROADCASTING and the linotype operator reads this radio blood-letting blast, I sincerely trust that it will be taken in the spirit in which it was written — a little verbal fun with more than a grain of truth lurking in the background. And should some of you recognize yourselves as the inspiration for the above classifications—well, it serves you right!

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

General Mills Baseball

GENERAL MILLS Inc., Minneapolis (Wheaties), has signed a contract with WNEW, New York, for a play-by-play description of all Newark Bears' (International League) games during the 1937 baseball season. WNEW will be the only station within the New York area broadcasting actual play-by-play descriptions of a local baseball game, it is understood, in 1937, the station declaring that New York major league teams will not be allowed to sell the radio rights to 1937 games. Earl Harper will be the commentator for the General Mills broadcasts.

Mantle Lamp's Strike

A STRIKE at the Alexandria, Ind., plant of the Mantle Lamp Co. of America, called Dec. 10, caused this company, which is one of the largest users of spot radio, to send cancellation orders to all stations on its list, effective Dec. 25. Although the strike was settled on Dec. 16, the company has not yet issued orders to reinstate the broadcasts.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

General Foods Discs

GENERAL FOODS Corp., New York (Log Cabin Syrup), the week of Jan. 11 will launch a 13-week series of RCA-Victor transcriptions on 19 stations in the South and West. The discs will be taken of the line from the regular NBC-Blue *Long Cabin Dude Ranch*, featuring the Westerners. Discs will be of half-hour length and will be broadcast once weekly during evening hours. Sponsor has not selected stations for Minneapolis, San Antonio or Richmond, but the rest of schedule includes WGST, WLAC, WBRC, WIOD, WMC, WTAR, WBT, WKY, KTUL, KPRC, KRLD, KOA, KTAR, KTSM, KOB, KDYL. Time clearance difficulty on the NBC program makes the spot schedule necessary. Benton & Bowles Inc., New York, is the agency.

"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

GOING
GOING

DURNED NEAR A SELL-OUT, BOYS & GIRLS!

Whoever it was that said time flies, he's right—time has practically flew at WDAY! A very few good mid-morning, mid-afternoon and after-10:30 periods are still available. Nothing else left . . . . So if you want to make your bid for this big Red River market, speak up, gents—speak up!

WDAY, INC.
N. B. C.

FREE, JOHNS
& FIELD, INC.
NATIONAL
REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

Broadcast Advertising in '36 and '37

(*Continued from page 10*)

promote and will probably require long and painstaking effort to cultivate. The returns, however, should be worth the time and money expended.

National non-network advertising, or national "spot" business, should join with regional networks in being the principal portion of the medium to show marked gains in 1937. In this it will continue the 1936 trend, where a gain of about 35% should occur over the 1935 level. Questioning of a representative group of stations reveals an anticipated gain of 20% during the first quarter of 1937 as compared to the corresponding period of the preceding year. This estimate is based upon present bookings.

Some interesting trends are indicated as to the use of national non-network advertising. There seems to be a tendency toward increased daytime use, similar to that found in the case of national networks. The problem of open nighttime hours and the growing recognition of the value of daytime broadcasts undoubtedly are the principal reasons.

Source of Business

ESTABLISHED national advertisers are and probably will continue to be the principal national non-network sponsors for some time. Of a group of representative stations queried as to the origin of their spot business, 55% indicated that it came almost exclusively from established national advertisers, 36% mentioned both national advertisers and regional distributors, while 9% added to the two aforementioned groups, new advertisers breaking into national markets.

Contrary to national network trends, the established radio sponsors such as the food, automotive, accessory, drug, tobacco, soap and kitchen supply industries, have increased their non-network appropriations most rapidly. In many cases this has been due to a desire to secure more intensive coverage, just as newspapers and national magazines may be used for a similar purpose in the printed field. The problem of the development of the regional radio advertiser market is the same as that mentioned with regard to regional networks. Non-network advertising in 1937 probably will continue to be concentrated in the same sponsor fields as during the past year.

Trends as to the type of rendition used are of particular interest. One ventures the prediction that transcriptions will gain most rapidly during 1937. After slightly more than two years of continuous growth, national non-network live talent volume seems to be slowing in its rate of increase. The decline thus far has not been pronounced, but the gain in this field has been decidedly secondary to that in the transcription field.

As far as can be determined at this time, transcription volume in 1936 was nearly 50% greater than during the previous year. Representative stations queried as to prospects during the first quarter of 1937 on the basis of present bookings, estimate a further increase of between 20% and 25% over the first three months of last year. Live talent volume, it is estimated by these same stations, will increase approximately 10%, while announcements may rise 15%.

In spite of the anticipated better showing of announcements during the first quarter of the current year, there has been a steady decline in importance of business of this type. Announcements have been a decided third, both in the national and local field, in rate of increase for some time. Display advertising has been found to pay in radio just as it has in the older printed media.

Complexity of Rates

A NUMBER of interesting trends are noticeable in the manner of the use of national non-network advertising. It seems a concensus that non-network advertising is being employed to an increasing degree as a means of reaching particular markets with special appeal, rather than merely supplementing other radio effort. To a lesser degree it is being used to secure the most intense coverage possible, as in the case of the Chevrolet transcription program which employed 395 stations and the National Association of Manufacturers, using 200 stations. The function of supplementation is still important, Ford using transcriptions in as high as 40 centers for various network programs during the past year.

Better talent and program production, both in the transcription and the live talent field, have been marked during the past year and may be expected to continue in 1937.

A number of problems still remain to be solved before national non-network business develops the volume of which it is capable. There seems to be an increasing complaint on the part of advertisers regarding seemingly useless complexity of rate structures. The best means of program promotion, so essential in the sale of radio advertising, still has to be solved to complete satisfaction. In spite of this national non-network volume should be the principal gainer in 1937.

Local broadcast advertising still shows the slowest growth and presents one of the greatest opportunities facing radio today. The surface has hardly been scratched. The immediacy of contact afforded by radio and the possibility of local appeal lend themselves particularly to retail advertising. In 1935 retail sales in the United States amounted to $32,790,000,000. Total local radio advertising was less than 1/10 of 1% of that figure. The comparative position of radio can be gleaned from the fact that the average retail expenditure for advertising and store promotion is in the neighborhood of 2%. As far as can be determined now, local radio advertising in 1936 showed an increase of approximately 12% over the preceding year. Querying of representative stations reveals an anticipated increase of between 10% and 15% during the first quarter of 1937.

As in the case of national non-network advertising the trend is toward display and away from announcements. During 1936 transcriptions showed the greatest rate of gain, rising approximately 40%. Live talent, comprising the more important category in dollar volume, gained in the neighborhood of 16%. Local announcement volume showed comparatively little gain.

Institutional Campaigns

IN ADDITION to significant trends in broadcast advertising volume a number of other interesting and important trends may be expected during the coming year. The fall of 1936 has marked a return to the institutional aspect of radio advertising. Some groups, such as the American Bankers Association, have utilized radio as a means establishing friendly contact with the public they serve. The institutional aspects of hours such

Cohens and Reillys

ITEM from WHOM publicity service: "Larry Reilly, famed veteran vaudeville trouper, starts *Irish Amateur Hour* over WHOM, Jersey City, Dec. 20, from 10-10:30 p. m. The sponsor is the Harris Cohen Furniture Company. The audience votes for the tyros by mail, and Reilly will present his amateur singers in traditional Irish camalyas and instrumentalists in concertina, bagpipe and fiddle solos."

RESULTS!
COUNT MOST
Let us acquaint you
with our work.
RADIO STATION REPRESENTATIVES
NEW YORK
CHICAGO
WEED & COMPANY

We take pleasure in wishing
everyone in radio a
Happy
(and prosperous)
New Year

UNITED BROADCASTING COMPANY
H. K. CARPENTER, *Vice President*
WHK-WJAY, CLEVELAND
H. K. CARPENTER — Vice President & General Mgr.
C. A. McLAUGHLIN — Sales Manager
WHKC, COLUMBUS
C. M. EVERSON, General Mgr.
H. H. HOESSLY, Sales Mgr.
Affiliate: WKBN, YOUNGSTOWN
"UNITED FOR SERVICE"

NEWS
is your best bet
TRANSRADIO

KOMO
5000 Watts L.S.
NBC Red
SEATTLE
WASHINGTON
KJR
5000 Watts
NBC Blue
National Representatives — Edward Petry & Company

as the Ford and General Motors periods has been especially pronounced. A similar trend is noticeable in other programs.

It seems quite probable that this institutional aspect will be on the increase during the coming year. Businesses are more anxious than ever to build good will with the public, their employes, labor and the average listener. Radio will be one of the principle means utilized to this end.

Services, as compared to commodities, will probably take increased interest in radio during the coming year. Banks, railroads, resorts and the like seem to be among the groups which are utilizing the medium to an increasing degree.

The year of 1937 should be marked with an increasing appreciation on the part of advertisers of the versatility of the medium both as to structure and use. Indications along this line already have been set forth in this article. With this trend should go a more careful study of markets, station coverage and similar related aspects. This tendency should provide added impetus to the work so well begun in 1936 by the Joint Committee on Radio Research.

One can look for further improvements in programs. Especially important is the development of various types of programs of personal appeal. Vox pop programs, audience participation, amateur hours, and the like have capitalized upon the intense personal appeal possible in radio. It is doubtful whether these programs will last any great period of time in their present form. Increased listener familiarity and sophistication regarding them will lead to a demand for new variations. But it seems certain that radio has left that period of formality and that the personal angle will continue to loom more important. It is in this field where the innovation referred to at the outset of this article will most probably occur.

Children's programs also have improved during the year and further improvement may be expected. Commercial copy has become shorter and more interesting. Continually more advertisers are leaving their soap boxes at home rather than taking them to the studio.

There probably will be a tendency toward greater diversity in morning programs since present developments have resulted in a marked grouping of script acts one after the other on most networks during the morning hours.

In all, the year of 1937 should be characterized by improvement in program and advertising technique as much as in the more efficient utilization of the medium from the marketing angle.

PHILIP G. LOUCKS, Washington attorney and former NAB managing director, and Richard H. Mason, manager of WPTF, Raleigh, conferred with E. Claude Mills and Herman Rosenberg, general manager and assistant general manager respectively of ASCAP on Dec. 22 relative to copyright fees.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

New Equipment Concern For Transcription and Related Service Planned

RESEARCH Corp. will be formed in Washington early in January by Robert J. Coar, who will be president of the firm, to manufacture recording and transcription equipment, do a general transcription and recording business and operate a complete broadcast consulting service.

The new firm will take over U. S. Recording Co., of which Mr. Coar is president, and operate it as a subsidiary. G. J. Badgley, motion picture inventor and president of G. J. Badgley Co., New York motion picture engineers, will be vice-president of Research Corp. and Raymond Miller, Washington theatre operator, will be treasurer. Horace Ashton, sales manager of U. S. Recording, will occupy the same post with the new company.

A three-story plant with 15,000 square feet of space has been equipped at 1212 V St. NW, Washington, for the manufacture of recording and motion picture equipment as well as the processing of records and transcriptions. Offices are in the Rialto Theatre Bldg.

The company will manufacture wax and direct recording and transcription equipment, vertical and lateral studio transcription units, portable transcription playbacks, slide film machines and related apparatus and will record on disc and film. Three studios for broadcasting and recording have been built in the Rialto Theatre Bldg. and the theatre itself is utilized as a studio, having been equipped with a control room. Another studio is maintained on Capitol Hill for use of Congressmen, with Kenneth Romney Jr., son of the Sergeant-at-Arms of the House, in charge.

The parent company plans to conduct a complete technical consulting service for broadcast stations and applicants, coordinating engineering, legal, equipment, construction and similar services.

SONOTONE Corp., Chicago, gave 50 deaf children a chance to hear their first radio program at a party given Dec. 22 at the League for the Hard of Hearing in Chicago, when through hearing aids supplied by Sonotone, they heard Cheerio's special children's *Musical Mosaic*.

ATOP the 3,740-foot Brocken in the Harz mountains, Germany is erecting what is said to be the highest television transmitting station in the world. The building will be a 14-story tower shaped like a horseshoe.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

TRANSCRIPTIONS

NBC Transcription Service announces a series of 54 programs titled *Five Minute Mysteries*, recorded on nine double-faced records. The Transcription Service also announces that Mary Lewis, opera, stage and movie star, has recorded a number of concert numbers in a series titled *Concert Hall of the Air*.

RADIOAIDS Inc., Hollywood transcription firm, on Jan. 1 was to move from 1357 N. Gordon St. to 1589 Crossroads of the World, Hollywood, a new development with several blocks of office buildings.

KPDN, Pampa, Tex., has added Standard Radio Inc. program library service, sound effects, *Organ Treasures* and *Sons of Pioneers*. The station also subscribes to NBC *Thesaurus*.

GEORGE WALTERS, sales manager of Imperial Aerograms Inc., Hollywood transcription firm, resigned in December.

RADIOAIDS Inc., Hollywood transcription organization, on Dec. 28 took over transcription rights of *House in the Sun*, 26 quarter-hour programs written by Edward Lynn and transcribed by Radio Programs Syndicate, Hollywood, and will incorporate the production in its 1937 sales campaign.

CHARLES MICHELSON, 116 Broad St., New York, transcription agent, late in December was appointed sales representative for Earnshaw Radio Productions for New York, New Jersey, Delaware, Maryland, Virginia and the District of Columbia.

DONALD WITHYCOMB, general manager of WFIL, Philadelphia, announced Dec. 17 that the board of directors had voted a Christmas present in the form of a bonus equivalent to a week's salary to each employe of the station.

FTC Stipulations

THE Federal Trade Commission announces the following stipulations: Chamberlain Laboratories, Des Moines (cosmetics) will cease cleaming that it is a complete beauty treatment containing a blend of 13 imported oils, etc.; Pepsotalis Co., Morgantown, W. Va. (proprietary) will cease claiming its product is an intestinal antiseptic, etc.; Enoz Chemical Co., Chicago (moth spray) will cease claiming to be the undisputed leader in its field and the most economical and effective of moth control, etc. Plough Inc., Memphis, has been directed to cease alleged claims that its St. Joseph aspirin gives quicker relief than other aspirin, that it exceeds U. S. standards in purity and accuracy of ingredients, and similar statements.

STELLI
Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

"WATERLOO JUNCTION"
HALE
LORETTA
WILLARD
YOUNG
LULU
REV. STANLEY
HOTEL

To Reach the Women of the Southwest . . .

HERE'S AN established live talent script show, now sustaining, that can deliver a ready-made audience. Produced in the Southwest for Southwestern women, "Waterloo Junction" is an ideal vehicle for promoting any product they use. *For costs and other details, write to*:

50,000 WATTS
WFAA-WBAP
800 KILOCYLES
DALLAS FORT WORTH
National Representatives, Edw. Petry & Co., Inc.

Van Loon on "Man's Mightiest Weapon"

(*Continued from page 13*)

called Democracy. Ours has been a government by and for and of the average man. The superman was impossible. Whenever he tried to slip through and lead a parade in brown or black or silver shirts, our comic artists caught hold of him and sent him galloping away into Limbo . . . galloping on his big brown horse but moving nevertheless with uninterrupted fury towards the welcome sign marked EXIT.

If we grant for the moment that ours is a government of average people, it follows as the income-tax-blank follows the first of January that it is absolutely necessary for us to raise that average as high as we can possibly do. Our forefathers, yours on Plymouth Rock and mine on the more agreeable rocks of Manhattan Island, realized that when they built a school-house on every corner of every cross-road. Now comes the question, what can radio do to extend the realm of general information and to elevate the average standard of general information of the average citizen?

A great deal. On that we are undoubtedly all of us in complete agreement. But let me warn you at the same time not to expect that the radio will succeed in doing what the printing-press and the common school have failed to do. The radio, no more than they, can expect to perform miracles.

Both Ends of a Log

I AM NOW speaking from experience . . . an experience covering some five years during which I have been more or less engaged in this sort of work and that were preceded by several years of the usual instruction given in the old-fashioned way. I think that I now voice the opinion of practically all those who together with me have experimented with every possible sort of education . . . and that opinion summed up in as few works as possible reads as follows: There is only one way in which to give a person a real education and today, as a thousand or ten thousand years ago, a school consists of just two things: Of a teacher and pupil sitting—the one teaching, the other learning.

We have tried every form of substitute for that old and well-worn method and they have all of them failed most lamentably. That is and was and, I fear me, must always remain the basis of a real education—two men sitting at different ends of the same log—the one teaching and the other learning.

This, however, does not in any way weaken or defeat the role the radio can play in our general scheme of education. The basis of all meals is two people, the one cooking it on a stove and the other sitting down at a table with a spoon and a fork and a plate, ready to eat. Granted, radio will never be an adequate substitute for that person standing in front of the stove, but radio, by its intelligent hints about the noble art of cookery, can do a lot to make the life of the person with his fork and plate a great deal happier than it was in the days of the frying-pan unaided by the advice of those culinary experts who have set out so bravely to make the radio defeat the bottle of bicarbonate of soda as an inevitable adjunct of the average American meal.

I am a specialist and like most specialists I am somewhat restricted in my general outlook upon life. What the teachers of science are trying to do I know only by hearsay but they too . . . I am under the impression have encountered the same difficulty—the difficulty that the radio as a teaching agency can only supplement the work of the actual teacher . . . the man who sits at the other end of the log.

Only the Beginning

BUT IF we agree upon these premises, I think that we can also unanimously agree upon the following: That the influence of radio in extending that primary education given by the living teacher is almost unlimited and has never yet begun to be either suspected or developed. Whatever we have done so far has been merely of an exploratory nature. For this, radio cannot be blamed. It started only day before yesterday, so to speak, and pedagogy is as old as the hills of Attica and God knows, pedagogy as such is not yet a sweet dream of perfection, but beset by endless doubts and misgivings.

Nor do I feel that I am in any way competent to tell you how and in what manner we should supplement the real education given by the living voice. That is not one man's job. It will take the ingenuity of all of us and it will take the ingenuity of all of us for several generations before we shall even have made a first beginning.

However, I would like to utter one word of warning. Let us be absolutely clear before we start upon any course of action what exactly it is we want to do.

Education, my friends, is not a form of entertainment. It need not be dull. With a teacher who is not dull, it never can be dull for no subject pertaining to either Nature or that part of Nature known as the human race is ever dull. There are no dull subjects. There are only dull teachers. And there are also exceedingly dull pupils, whom all the most intelligent teachers in the world, teaching the most fascinating subjects in the most fascinating way will never make anything but dull lumps of obstinate ignorance.

However, radio need not worry about them. The poor teacher has got to bear these disturbing elements in his classes but the radio need not see them at all. They will, as soon as they suspect some sort of educational intent, turn the dial and listen to entertainment better suited to their lunatic tastes and their capacities. No, the boys and girls I have in mind are the only ones that count. They are perhaps not the exceptionally brilliant ones, but they will always take care of themselves.

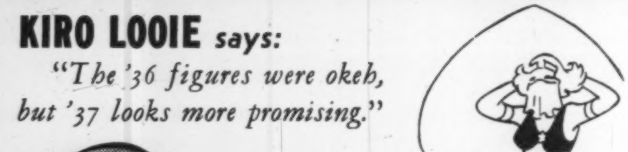
They are struggling average... the average that really wants to learn . . . that wants to get ahead in this world . . . that wants to try and understand something about the world in which it lives and that is eager to take the trouble necessary to learn. To them our education need not come merely as a form of entertainment.

I realize of course that the entertainment element has entered greatly in some of our school curricula. I have fought it all my life and shall continue to fight it in the air as well as on land. It is not really a system of education. It is a confession of weakness. It is the confession of weakness and defeat on the part of a race of teachers who lack the natural ability to tame those young savages entrusted to their care and who therefore follow the easiest course and come down to the level of the little darlings and hope to keep them from doing further damage by amusing them, even as the old Roman emperors kept the minds of their subjects from their daily miseries by taking them to the Colosseum and giving them a nice party, throwing bright young Christians to the lions and tigers.

But let us above all things remember that the Holy Man does not leave the shrine. The unholy worshipper comes unto the Holy Man, and since the education of our future generation is the most sacred task entrusted to us, we should insist upon a similar procedure. For in matters of education there should be absolutely no

IN
ATLANTA
Use
WGST
CBS
5000 Watts Day
1000 Watts Night
890 kc.
Representatives
E. KATZ SPECIAL ADV. AGENCY

1000 Watts KIRO 710 KC
SEATTLE, WASHINGTON



KIRO LOOIE says:
"The '36 figures were okeh, but '37 looks more promising."

KIRO, reviews its first full year with pardonable pride and eagerly looks forward toward further proving the formula of maximum results at minimum cost.

NATIONAL REPRESENTATIVES
NEW YORK
DETROIT
John Blair & Co.
CHICAGO
SAN FRANCISCO

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

compromise. It should be something people must strive after faithfully and patiently and with the absolute will to succeed. As for those that either cannot do so or will not do so, we shall just have to leave them to the mercies of life. And you know what life will do unto them!

Then why let them spend most of their youth in an artificial atmosphere and create little play-pens in which these weaklings are protected against the brutal realities of life? We have already turned too many of our universities into play-pens for the rich. Our unfortunate universities could not very well help themselves. They had inherited this attitude from their predecessors. We of the air fortunately have had no predecessors. We are our own ancestors. We therefore are not trammeled by precedent. And so, whatever we do, let us have the courage of our responsibilities and not turn our educational efforts into another sort of aerial play-pen.

Supplementary Work

AND NOW, what role can we play in the educational scheme of things? There is one thing we can do as no other agency can ever hope to do. We can do the most elaborate and useful supplementary work, that in former times had to be neglected because there was no method by which we could bring that sort of information to the attention of the vast millions of children tucked away in inaccessible little red and green and purple school-houses.

May I here give one concrete example to show you exactly what I mean? My line, as perhaps you know, is history. And I have at times tried to recreate that history into something that could be sent out by means of the air, so that all children could hear it instead of merely those whom my voice could reach. And I have found people who said, "That is fine! that is wonderful! All kids need do now is listen to this and they will right away know all about Magna Charta or the Declaration of Independence or the Peace Treaty of Versailles!"

In which these good people were entirely mistaken. Those little radio sketches would do nothing of the sort. In and by themselves, I consider them as entirely useless or no better than any other form of entertainment. But I had not written them to be used in and by themselves. They were part of a much more elaborate scheme of things. I had planned to have the schools discuss those subjects thoroughly . . . to make the pupils study them as well as they could . . . to discuss their Magna Charta . . . to write about their Declaration of Independence . . . to debate the pro's and con's of the Treaty of Versailles.

Then—and only then--and when they were familiar with all the facts, they would one day sit down and the teacher would turn on the radio and all that which thus far had been merely a vague theory would become an absolute reality—they would be present at those events—they would participate in them—but they could only do this successfully if before hand they had been made as familiar with all the necessary details as the men and women who hundreds of years before had actually taken part in those events.

And now one final word . . . and again I fear me it is a word of warning, for there have been many dangers within that particular field of experimentation that has made us fear for the future . . . let us remember that within the realm of education — no matter what sort of education — there must never be any compromise in regard to quality. The second-best may do within the field of public entertainment but not within that of education. Just any old thing will do . . . is the one and only advice that should never be given when it is a question of educating our children. From listening to much that has been offered to us so far, all of us must have come to the conclusion that even there where efforts were made to go in for something educational, these efforts were at best—second best.

Whereas a sponsor, trying to impress himself upon his public, would go to endless trouble and expense to get the very best talent he could lay his hands on, the educational program often seemed to have been a sort of afterthought. "Oh Lord! yes, next Tuesday there is that educational hour. Hey, you there! are you busy? No? Well, we need 13 minutes on the battle of Bunker Hill. Just give us something nice . . . you know the old stuff . . . Yankee Doodle and the spot where Warren fell." And then we cheerfully entrust our billion dollar youth to a $20-a-week youngster who does the best he can, no doubt, but only those who have listened carefully and attentively to his little efforts will know what a very sad best that was.

Pennies and Pounds

IT HAPPENS that I make my living writing books. And I have not infrequently met parents who complained bitterly that my books cost all of $3 or $5 and that was much too expensive and therefore they could not buy them for little Johnny and little Mary and it was my fault that little Johnny and little Mary went uneducated. Those same parents would thereupon most cheerfully pay $20 for two seats in a theatre or $40 to see Yale beat Harvard or they would order $20 worth of cocktails to invite the parents of friends of little Johnny and Mary, but the idea of actually paying $3 for a book for their children was too much for them.

Whatever we do let us guard against that sort of penny wisdom and pound foolishness when it comes to education in radio. Only the best and the very best should be given. Not indiscriminately or wholesale. Education, let me repeat it once more, is not the same as public entertainment and real education can never be made a mass-product.

Only the best and that in small quantities and in a supplementary form to education offered by our schools and colleges. That is what we should strive after if we want to render a real service. We shall, of course, be immediately besieged by those who will try to chisel in, since ours is a chiseling age, and who will want to profit by a new slogan . . . education in the air . . . and what profit can we make out of it?

For ourselves there should be no profit. That is to say, no immediate financial profit, but that unlimited investment in the future of the country, which is really the only thing of lasting value. And when it comes down to those hard and definite rules which most radio stations insist upon for the conduct of their speakers, lest somebody—most of all a sponsor or one listener in Spare Fish, Wyoming—be perchance, however unwittingly, offended, then let us remember that all those of us who mean truly well by the younger generation and who wish to prepare them, not for an imaginary life in an imaginary world, but for a bright and amusing and useful and happy life in a world of facts—let us at all times be conscious that no matter what we do, we are working for two invisible sponsors—our own sense of good manners and the love we bear that country for whose greatness we shall strike the mightiest of all blows—by making the future generation more worthy of its ideals than we ourselves have been.

A BABY carriage bearing the sign "Junior Mobile Unit #1" was the Christmas gift of NBC's Chicago engineering staff to baby Paul H. Luttgens, who arrived Thanksgiving at the home of Howard C. Luttgens, chief engineer of NBC's Central Division.

TURKEY HASH AND CHICKEN BRISTLE!

No sir, that's not our idea of a fancy menu—those are the names of a couple of towns not so far from Louisville! Which is almost enough, in itself, to show why smart advertisers are spending their money with WAVE. We don't even *try* to reach the Trail of the Lonesome Pine. We *do* have 1,132,692 potential N. B. C.-type listeners, of whom 73% live in our *first airea*, and about 30% live virtually within sight of our tower!

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO STATION **WFLA**
STUDIOS
TAMPA •
CLEARWATER •
N B C AFFILIATE
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

No. 4 Of A Series On
The New York Market!

"Fiesta Time in Little Italy"

LITTLE ITALY is part of New York's famous Greenwich Village. Covering an area of 1.35 sq. miles it contains a larger population than Sioux City, Ia.

THROUGHOUT the metropolitan area of New York are 1,070,072 Italians—more than reside in Rome, Italy. The average per family expenditure is from $1,700 per year in parts of Manhattan to $5,200 in adjoining boroughs.

WBNX REACHES this vast market intimately and intelligently with 32 programs per week in the Italian language, many of which have been on the air for five consecutive years with established listening audiences.

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE
A NEW APPROACH TO THE NEW YORK MARKET • 1000 WATTS
WBNX BROADCASTING CO. INC. WBNX NEW YORK CITY 1350 KC
A NEW APPROACH TO THE NEW YORK MARKET • DAY AND NIGHT
OF YOUR PROSPECT

1000 WATTS DAY AND NIGHT

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
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J. M. TEMPLE
Consulting Radio Engineer
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New York City • Times Square Station

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

STILL without any broadcasting stations, Greece has abandoned plans for a 100,000-watt station at Athens and instead is planning to order a 10,000-watter from Germany for that city and a smaller station for Salonika. The Grecian station will be supported by set taxes and sponsored programs.

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

New Station in Iowa

Mr. Eighmey

IOWA'S newest broadcasting station, which the FCC recently authorized for construction in Mason City, will go on the air on or about Jan. 18 under the call letters KGLO, according to Lee P. Loomis, publisher of the *Mason City Globe-Gazette*, licensee. Using RCA equipment throughout, the operators are erecting a 290-foot Truscon vertical radiator under the supervision of Sidney S. Davis, formerly chief engineer of KFJB, Marshalltown, Ia., who will be chief engineer of KGLO. Manager of the station will be F. C. Eighmey, for the last four years sales manager of WHBF, Rock Island, Ill.

NBC Continuing Tours Of Agricultural Colleges

NBC continues its tour of prominent state agricultural colleges during 1937 to present a special program on the third Wednesday of each month direct from the campus of a different school during the *National Farm and Home Hour* program on NBC-Blue each noon. Programs will be presented from the following colleges and universities: January, Rutgers University; February, Ohio State University; March, Washington State College; April, North Carolina State College; May, Iowa State College; June, Pennsylvania State College; July, Purdue University; August, Alabama Polytechnic Institute; September, University of California; October, Texas A & M College; November, Association of Land Grant Colleges and Universities convention; December, University of Wisconsin.

During 1936 NBC microphones relayed special broadcast programs from the land grant colleges of Illinois, New York, Colorado, Arkansas, Oregon, Massachusetts, South Dakota, Vermont, Florida, Kansas and Kentucky. The programs are designed to show the many ways in which the agricultural schools serve the public and to present a picture of the outstanding achievements for which each college is noted.

The Largest
Independent
Frequency Measuring
Service in the Country

ACCURACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting $50.00
Hollister Crystal Co.
WICHITA, KANSAS

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Licensed broadcast operator with own automobile. Would construct and service equipment. Requires knowledge broadcast test equipment and essential mathematics. This is a job — not a position. Box 603, BROADCASTING.

Wanted: Stockholder in local station who can qualify as Commercial Manager. Good opportunity. Box 595, BROADCASTING.

Situations Wanted

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

Young announcer—radio telephone operator—desires actual experience with broadcast station. Box 600, BROADCASTING.

Experienced Operator, licensed five years, desires position in progressive station. Can furnish best references. Box 601, BROADCASTING.

Wanted: Position as radio announcer, speaker. Eastern station. Have some radio experience. References furnished. Box 596, BROADCASTING.

Student announcer with College station wants commercial experience with southern station. Available in January. Box 597, BROADCASTING.

Station Engineer: Excellent background. Broadcast experience fourteen years. Desires connection with station contemplating expansion and constructions. Address Box 602, BROADCASTING.

Broadcast operator, age twenty-seven, desires work in larger station. Experience includes operating and constructing transmitter equipment. Employed now. References. Box 598, BROADCASTING.

Broadcast Operator, radio telephone first class license. Broadcast, police and ultra-high frequency experience. 30 years old, college education. Able and willing to assume responsibility. Available middle of January for any permanent position. Address W. B. Schroeder, Chief Operator, WQFQ Lafayette Police Dept., Lafayette, Ind.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale — Equipment

FOR SALE: 3 phase full wave rectifier Mercury Vapor Tubes equipped protective devices deliver 2.5 Amperes at 5000 volts size 78"H 32"W 27"D $500.00. In market for 14B RCA Amplifiers. Box 599, BROADCASTING.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

LOS ANGELES CLUB HAS RADIO SESSION

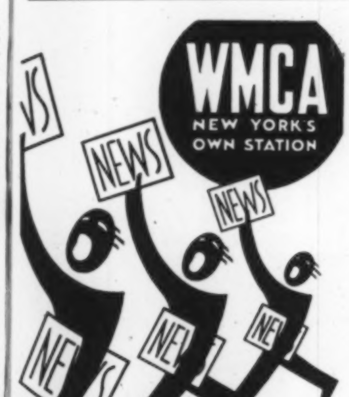
RADIO departmental meetings of the Los Angeles Advertising Club, dormant for several years, were revised Dec. 17 when a meeting was held at the Clark Hotel, with monthly gatherings scheduled through to June. Sydney Dixon, assistant coast NBC sales manager in charge of the Southern California area with headquarters in Hollywood, was appointed chairman of the group and presided.

Some 60 persons interested in radio advertising attended and Donald W. Thornburgh, vice-president in charge of the CBS western division, spoke briefly to say that the present trend in radio advertising is for a better class of broadcast accounts and a tendency to eliminate spots in favor of programs.

Future departmental meetings will follow a set educational phase with the probability that the case history method will predominate. The regular weekly meetings of the Advertising Club this year have leaned towards broadcast more than former regimes. During the club year separate days have been given over to major local stations as well as the chain groups.

Attend the Gridiron

AMONG radio notables attending the Gridiron Dinner of Washington Newspaper correspondents Dec. 21 were Chairman Anning S. Prall and Judge E. O. Sykes, FCC: Maj. Gen. James G. Harbord and David Sarnoff, RCA; Lenox R. Lohr, Frank E. Mason, John F. Royal and Frank M. Russell, NBC; Joseph V. Connolly and Elliott Roosevelt, Hearst Radio Inc.; Hill Blackett, Blackett - Sample - Hummert Inc.; Louis C. Caldwell, Washington attorney; Gardner Cowles Jr., KSO and KRMT, Des Moines; A. H. Kirkhofer, WBEN, Buffalo.



CONGRESS AIDE
Young Leaves WBRC to Join Rep. Luther Patrick

WILLIAM YOUNG, commercial manager of WBRC, Birmingham, for seven years, resigned Dec. 22 to become secretary to Congressman Luther Patrick, former WBRC commentator, who was elected to the House of Representatives on a no-promise campaign. Succeeding Young is John Connolly, announcer. Upon leaving WBRC, Young was given a farewell banquet at which he was presented with a wrist watch by Manager K. G. Marshall.

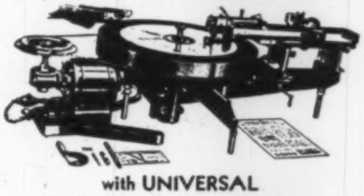
Congressman Patrick on Jan. 4 will conduct the CBS *Man on Street* program from Washington, and will ask political questions of passersby. In addition he is conducting an anonymous program in the capital. Besides being an announcer, the Congressman is the author of a book *Hope Yee're Livin' and Doin' Well*, which now is in its third edition. He built up a large following in the South during his activity with WBRC, which he did in addition to his practice as an attorney.

Lunch Meetings Revived By Chicago Radio Group

CHICAGO'S Radio Round Table, an informal weekly luncheon meeting of station representatives and agency men first organized a couple of years ago by Nate Colwell and allowed to die out after his departure for New York, was called together again by George Roesler, and held its first meeting of the season at the Sportsman's Club Dec. 15. Strictly informal, with no officers, dues, regulations, or other customary organization appurtenances, the group plans to meet for lunch every Tuesday at 12:30, and extends an invitation to any Chicago radio man to be among those present.

The first meeting was attended by Ray and Elmo Linton; Felix Morris, Capper Publications; George W. Besse, Joseph Hershey McGillvra; Gene E. Fromherz, J. Walter Thompson Co.; George E. Halley, KMBC; A. E. Joscelyn and Charles G. Burke, Free & Peters Inc.; Edward Heaton and Walter Preston, Hearst Radio; J. F. Timlin, Branham Co.; Thomas M. Dalton and James E. Bingham, Wilson - Dalton - Robertson; H. K. Conover, Conover-Serviss Co.; S. M. Aston, Furgason & Aston. George Roesler was unable to attend his own meeting due to an attack of grippe.

Record Piano Music at 33⅓ R.P.M.



with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane Inglewood, Calif., U.S.A.

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables
All America Cables
Mackay Radio

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions . . .

DECEMBER 15

APPLICATIONS GRANTED:

WJBL, Decatur, Ill.—CP new trans.

WIP, Philadelphia—CP move trans., vert. radiator, new equip.

KOY, Phoenix, Ariz.—CP move trans., vert. radiator.

KRRV, Sherman, Tex.—CP change equip., increase D 100 to 250 w.

KLRA, Little Rock, Ark.—CP change equip., increase D 2½ to 5 kw.

WBRB, Red Bank, N. J.—CP change equip.

WFBM, Indianapolis—License for CP change equip.

KFAC, Los Angeles—License for CP change equip.

KVCV, Redding, Cal.—License for CP new station 1200 kc 100 w unltd.

KVI, Tacoma, Wash.—License for CP as mod. change trans. site, directional antenna, new equip., increase D 1 to 5 kw.

KRKO, Everett, Wash.—License CP new trans.

WHEC, Rochester—License for CP as mod. move trans., new equip., vert. radiator.

WHFC, Cicero, Ill.—License for CP change equip., vert. radiator, increase D to 250 w, change spec. to unl.

WAWZ, Zarephath, N. J.—License for CP new trans., antenna.

KFVD, Los Angeles—License for CP new equip.

KGHI, Little Rock, Ark.—CP move trans., vert. radiator.

KVOR, Colorado Springs—CP new trans.

KCKN, Kansas City—License for CP change equip.

KSTP, St. Paul—License for CP change trans. site, vert. radiator.

KTEM, Temple, Tex.—License for CP new station 1370 kc 100 w D.

WNBF, Binghamton—License for CP move trans., vert. radiator.

WHDL, Olean, N. Y.—License for CP change equip., trans. site, 1420 to 1400 kc, increase D to 250 w.

WSYR, Syracuse—License for CP change trans. site, new equip., directional antenna, increase 250 w to 1 kw unl.

WSAU, Wausau, Wis.—Mod. CP antenna, trans. site.

KFQD, Anchorage, Alaska—Extension license 2 months.

KRGV, Weslaco, Tex.—Temp. auth. 500 w pending installation new antenna.

KUOA, Siloan Springs, Ark.—License for CP change trans., studio to John Brown Univ., new equip., increase D 1 to 2½ kw.

WEAU, Eau Claire, Wis.—Mod. CP trans. site, set for hearing applic. increase D to ltd.

WBIG, Greensboro, N. C.—Mod. license re antenna, increase N 500 w to 1 kw.

KCMO, Kansas City—Vol. assign. license to KCMO Brdcstg. Co.

WSVA, Harrisonburg, Va.—Auth. transfer control Marion K. Gilliam to Floyd Williams.

APPLICATIONS DISMISSED:

NEW, Berks, Brdcstg. Co., Pottsville, Pa.—CP 580 kc 250 w D.

NEW, R. E. Chinn, Moorhead, Minn.—CP 1500 kc 100 w unl.

NEW, Julius Brunton & Sons Co., San Jose, Cal.—CP 970 kc 250 w D.

KQW, Sacramento—CP 1010 kc 1 kw 5 kw LS unl.

KVOD, Denver—Mod. license 630 kc 500 w unl.

APPLICATION DENIED:

WCAX, Burlington, Vt.—Temp. auth. 100 w spec. hours 30 days.

SET FOR HEARING—WFBM, Indianapolis, increase N to 5 kw directional (before Division); WCAE, Pittsburgh, increase N to 5 kw (before Division); NEW, Wm. W. Ottaway, Port Huron, Mich., CP 1370 kc 250 w D; KFUO, Clayton, Mo., CP new equip., directional N, increase 500 w 1 kw to 1 kw 5 kw D, from Sh.—KSD to half time; WIBG, Glenside, Pa., CP new equip., vert. radiator, increase 100 w D to 5 kw N & D ltd. (before Division); WSOC, Charlotte, N. C., CP move trans., new equip., directional N, change 1210 to 600 kc, increase 100 w 250 w D to 250 w 1 kw D unl.; KFPL, Dublin, Tex., CP move to Wichita Falls, new equip., vert. radiator, change 1310 to 1500 kc., vol. assign. license to WFTX Inc.; NEW, Chase S. Osborn Jr., Fresno, Cal., CP 1440 kc 500 w unl.; NEW, George W. Taylor Co. Inc., Williamson, W. Va., CP 1210 kc 100 w D; KSL, Salt Lake City, CP change equip., increase 50 to 500 kw (before Division); NEW, Faith Brdcstg. Co. Inc., Wichita Falls, Tex., CP 1380 kc 1 kw unl.; WABY, Albany, mod. CP increase D 100 to 250 w; WPEN, Philadelphia, auth. transfer control from Clarence H. Taubel to John Iraci, asks facilities WRAX to which licensee of WRAX has consented; WRAX, Philadelphia, auth. transfer control to John Iraci; WPEN, Philadelphia, mod. license Sh.-WRAX to unltd.; WIRE, Indianapolis, applic. transfer control from Wm. E. Vogelback and Douglas E. Kendrick to Central Newspapers Inc.

SPECIAL AUTHORIZATIONS—KGFX, Pierre, S. D., temp. auth. to Mrs. Dana McNeil to operate station to 1-14-37 pending action applic. invol. assign. license; WFIL, Philadelphia, ext. temp. auth. 560 kc 1 kw N January pending action on CP; KGNC, Amarillo, Tex., temp. auth. reduced power of 250 w 4 days; WOW, Omaha, ext. temp. auth. 5 kw N to 1-26-37; WDBO, Orlando, Fla., ext. temp. auth. additional 750 w N to 1-25-37.

RATIFICATIONS—NEW, Fred A. Baxter, Superior, Wis., granted request oral argument on applic., but denied request for grant of applic.; denied motion of Ted R. Woodward requesting Commission to strike appearance filed by Lincoln Memorial Univ. and granted him extension of time to file answer to appearance; Brooklyn Daily Eagle Brdcstg. Co. Inc. granted motion for leave to file late answer as respondent in applic. WNBC, New Britain, Conn.; KMA, Shenandoah, granted auth. intervene applic. WELI, New Haven, mod. license; KROW, Oakland, Cal., denied auth. intervene hearing applic. WELI, New Haven; Harold Thomas granted auth. intervene applic. Lawrence K. Miller, Pittsfield, Mass., for CP.

ACTION ON EXAMINERS' REPORTS:

NEW, Kidd Bros., Taft, Cal.—Denied CP 1420 kc 100 w D, reversing Examiner Hyde.

NEW, WRBC Inc., Youngstown, O.—Denied as in default CP 890 kc 1 kw unltd., sustaining Examiner Hyde.

NEW, J. R. Maddox & Dr. W. B. Hair, Chattanooga—Denied CP 590 kc 1 kw unltd., sustaining Examiner Walker.

MISCELLANEOUS—WABY, Albany, denied grant without hearing mod. CP increase D to 250 w; NEW, Peninsula Newspapers Inc., Palo Alto, Cal., granted continuance hearing on applic. CP 1160 kc 250 w D, to March, 1937; KSLM, Salem, Ore., granted continuance hearing 30 days applic. CP change 1370 to 1240 kc, increase 100 w unltd. to 250 w unltd; NEW, Harold Thomas, Pittsfield, Mass., denied recon. & grant without hearing CP 1310 kc 100 w 250 w D unltd.; NEW, U. S. Brdcstg. Co., Toledo, granted appearance on applic. 1200 kc 100 w D, additional 10 days given other parties to file answers; NEW, Birmingham News, Birmingham, Ala., granted waiver requirements Rule 106.28 and accept exceptions etc. on Ex. Rep. recommending grant applic. WKZO, Kalamazoo, change D to unltd. and increase power; NEW, Golden Empire Brdcstg. Co., Marysville, Cal., denied motion to consolidate and remand for further hearing applic. Golden Empire Brdcstg. Co., Marysville-Yuba City Publishers Inc. for new stations at Marysville and ordered further action on Marysville-Yuba City Publishers Inc. be deferred; hearing on WMBR applic. cancelled; WHBL, Sheboygan, Wis., granted postponement hearing Press Pub. Co. for CP increase power pending action on WEMP case.

Examiners' Reports . . .

NEW, WBRC Inc., Youngstown, O.—Examiner Hyde recommended (I-320) that applic. CP 890 kc 1 kw unltd. be denied for failure to appear at hearing.

KFPM, Greenville, Tex.—Examiner Seward recommended (I-321) that applic. renewal license 1310 kc 15 w spec. be dismissed.

KFPM, Greenville, Tex.—Examiner Seward recommended (I-322) that applic. voluntary assignment of license be dismissed.

NEW, Voice of Greenville, Greenville, Tex.—Examiner Seward recommended (I-323) that applic. CP 1420 kc 100 w D be denied.

NEW, John S. Allen, G. W. Covington Jr., Montgomery, Ala.—Examiner Seward recommended (I-324) that applic. CP 1210 kc 100 w D be granted.

NEW, Times Pub. Co., St. Cloud, Minn.; Michael F. Murray, St. Cloud—Examiner Walker recommended (I-325) that applic. Times Pub. Co. for CP 1420 kc 100 w unltd. be granted; that applic. Michael F. Murray CP 560 kc 500 w D be denied.

NEW, Southwest Brdcstg. Co., La Junta, Col.—Examiner Seward recommended (I-326) that applic. CP 1370 kc 100 w unltd. be granted.

NEW, Smith, Keller & Cole, San Diego—Examiner Seward recommended (I-327) that applic. CP 1200 kc 100 w D be denied.

KICA, Clovis, N. M.—Examiner Seward recommended (I-328) that applic. increase hours be granted, changing license from specified hours to LS.

NEW, Bayou Brdcstg. Co., Houston—Examiner Walker recommended (I-329) that applic. CP 1210 kc 100 w D be granted.

NEW, Brownwood Brdcstg. Co., Brownwood, Tex.—Examiner Hyde recommended (I-330) that applic. CP 1370 kc 100 w D be granted.

Applications . . .

DECEMBER 14

KQV, Pittsburgh—CP change 500 w to 1 kw, Simul.-D WSMK spec. N to unltd., directional N.

WLW, Cincinnati—CP change equip.

NEW, Faith Brdcstg. Co. Inc., Wichita Falls, Tex.—CP 1380 kc 1 kw unltd.

KPLT, Paris, Tex.—License for CP as mod. new station.

NEW, Frank N. Adcock, Plainview, Tex.—CP 1500 kc 100 w unltd.

WSAU, Wausau, Wis.—Mod. CP as mod. change hours D to unltd. 100 w.

KFWB, Hollywood—License for CP as mod. increase power, move trans.

KIDO, Boise, Id.—CP change equip., increase 1 kw 2½ kw D to 5 kw.

KGHL, Billings, Mont.—Mod. license 1 kw 5 kw D to 5 kw.

NEW, Radiotel Corp., San Diego—CP 920 kc 500 w unltd.

DECEMBER 16

WBNS, Columbus—CP new trans., increase power, amended to directional N.

NEW, Pottsville News & Radio Corp., Pottsville, Pa.—CP 580 kc 250 w D.

KGFG, Oklahoma City, Okla.—Mod. CP new equip., move trans., studio, re trans. site.

KOBH, Rapid City, S. D.—License for CP as mod. new station.

KEHE, Los Angeles—License for CP as mod. change equip., hours, increase power, move trans.

DECEMBER 17

WTAR, Norfolk, Va.—Mod. CP change equip., asking increase from 500 w to 1 kw D to 1 kw directional N, move aux. trans., extend completion.

DECEMBER 18

WEAN, Providence—License for CP as mod. directional antenna, increase power, move trans.

WBIK, Clarksburg, W. Va.—Mod. CP as mod. new station to change trans.

WCBA, Allentown, Pa.—Mod. CP move new trans.

WSAN, Allentown, Pa.—Mod. CP move new trans.

WRVA, Richmond—CP new trans., directional, increase 5 to 50 kw, move trans.

NEW, Great Lakes Brdcstg. Corp., Cleveland—CP 1270 kc 1 kw 5 kw D unltd.

WDBO, Orlando, Fla.—License for CP change trans., antenna, move trans., increase power.

NEW, Beaumont Brdcstg. Assn., Beaumont, Tex.—CP 1420 kc 100 w D, amended to unltd.

WTMV, E. St. Louis, Ill.—Mod. CP new trans., increase power, to change equip.

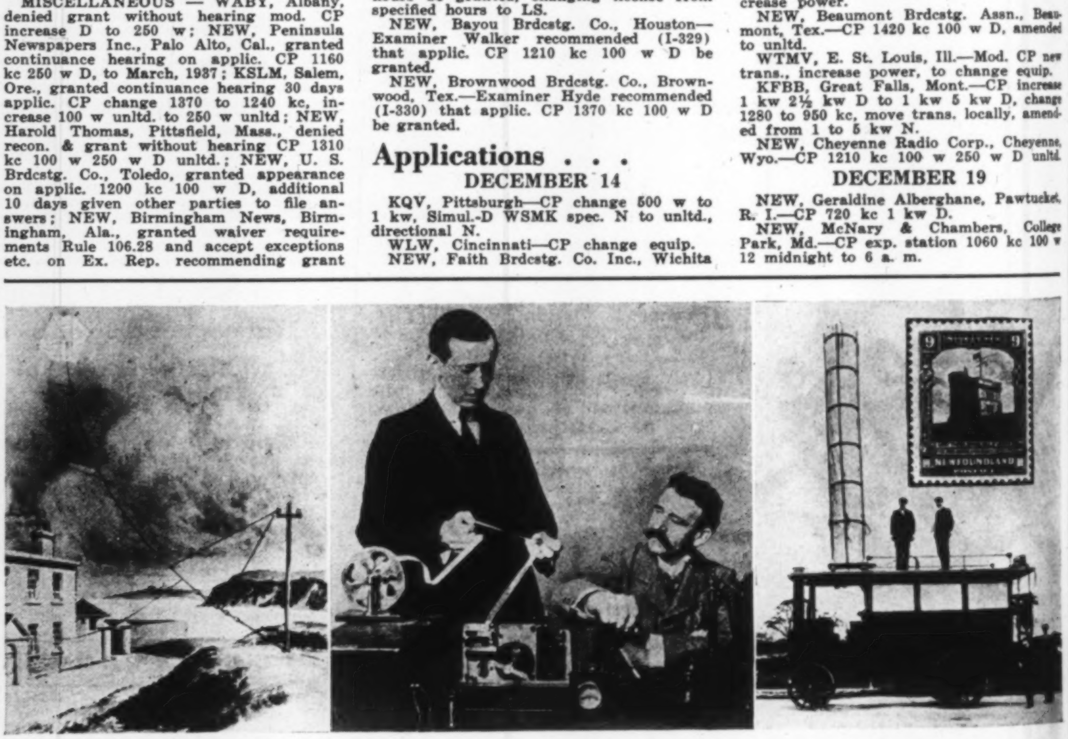
KFBB, Great Falls, Mont.—CP increase 1 kw 2½ kw D to 1 kw 5 kw D, change 1280 to 950 kc, move trans. locally, amended from 1 to 5 kw N.

NEW, Cheyenne Radio Corp., Cheyenne, Wyo.—CP 1210 kc 100 w 250 w D unltd.

DECEMBER 19

NEW, Geraldine Alberghane, Pawtucket, R. I.—CP 720 kc 1 kw D.

NEW, McNary & Chambers, College Park, Md.—CP exp. station 1060 kc 100 w 12 midnight to 6 a. m.



35 YEARS AGO—It was Dec. 12, 1901, that Guglielmo Marconi, then 27, picked up in Newfoundland the first transatlantic wireless signal, which consisted of the letter "S" transmitted from Poldhu, England. His two assistants, G. W. Paget and G. S. Kemp, also heard the faint signals. At the left is a reconstruction of the kite aerial flown from Signal Hill, above St. Johns harbor. Center is a photograph of Marconi standing in front of the receiving apparatus, with Kemp seated at the transmitter. A car with both transmitting and receiving apparatus was used by Marconi in 1901. Inset shows the stamp issued by Newfoundland to immortalize the Cabot Memorial Tower on Signal Hill, and the pioneering research of Marconi.

NEW, Lou Poller, Scranton—CP 930 kc 250 w D, amended to 1370 kc.

KSCJ, Sioux City, Ia.—License for CP new trans., increase power.

NEW, Galesburg Printing & Pub. Co., Galesburg, Ill.—CP 1500 kc 250 w.

DECEMBER 21

W1XAL, Boston—Mod. license 10 to 20 kw.

WLAK, Lakeland, Fla.—Auth. transfer 25 shares common from E. L. Mack to J. P. Marchant.

NEW, Archie E. Everage, Andalusia, Ala.—CP 1420 kc 100 w 250 w D unltd.

WIBA, Madison, Wis.—Mod. license 1 kw 5 kw D to 5 kw N & D, eliminate directional antenna.

WISN, Milwaukee—CP move trans. locally, vert. antenna.

NEW, Abraham Plotkin, Chicago—CP 1370 kc 5 kw, amended to 1 kw unltd.

KOOS, Marshfield, Ore.—Vol. assign. license to KOOS Inc.

KLS, Oakland — License for CP new trans.

KRNR, Roseburg, Ore.—License for CP change equip., increase power, change hours.

NEW, Central Brdcstg. Corp., Centralia, Wash.—CP 1440 kc 1 kw unltd., amended to 500 w.

NEW, Anne Jay Levine, Palm Springs, Cal.—CP 1200 kc 100 w 250 w D unltd.

KRE, Berkeley, Cal.—CP new trans., antenna, move studio, trans.

DECEMBER 28

NEW, Times-Star Co., Cincinnati — CP 1050 kc 5 kw unltd.

WSPA, Spartanburg, S. C. — CP new trans., vert. antenna, increase 1 to 5 kw, change 920 to 970 kc, amended to 880 kc.

KFRU, Columbia, Mo.—Mod. license 500 w 1 kw to 1 kw.

KVGB, Great Bend, Kan.—Mod. CP re studio, trans. site.

WEOA, Evansville, Ind. — License for CP change equip., increase power.

WTMJ, Milwaukee—Auth. transfer control from Lucius W. Nieman estate to Faye McBeath and Journal Co.

KGLO, Mason City, Ia. — CP change equip., increase 100 w to 100 w 250 w D.

KGKO, Fort Worth — Mod. CP new equip., etc., requesting new trans., directional antenna N, increase 250 w 1 kw D to 1 kw 5 kw D.

KLAH, Carlsbad, N. M. — License for CP 1210 kc 100 w unltd.

DECEMBER 29

WBNX, New York — Mod. license to WBNX Brdcstg. Co. Inc.

WJEJ, Hagerstown, Md. — CP move trans., vert. antenna.

WTFI, Atlanta—Mod. CP move trans., studio, new equip., antenna.

NEW, Amarillo Brdcstg. Co., Amarillo, Tex.—CP 1500 kc 100 w D, amended to unltd.

NEW, Skagit Brdcstg. Assn., Bellingham, Wash. — CP 1420 kc 100 w unltd., amended to 1200 kc 100 w 250 w D. asks facilities KVOS.

DECEMBER 30

WIOD-WMBF, Miami—Mod. license 1300 to 610 kc.

KSUN, Lowell, Ariz. — Auth. transfer control to Carleton W. Morris.

KBST, Big Spring, Tex. — License for CP new station.

KLAH Ready to Go

READY to go on the air on full schedule, the new KLAH, Carlsbad, N. M., for which the FCC recently issued a construction permit for 100 watts on 1210 kc., has applied to the FCC for regular license. Operating the station is a partnership comprising Jack Hawkins and Barney Hubbs, who publish the *Pecos* (Tex.) *Enterprise* and its associated station KIUN; A. J. Crawford, owner, and Harold Miller, manager, of the Hotel Crawford in Carlsbad and the Hotel Crawford in Big Spring, Tex. Manager of the station is Jack Hawkins, who also manages KIUN. The transmitter is of Doolittle & Falknor manufacture, with Gates speech input equipment and General Radio modulation and frequency monitors.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

IN THE CONTROL ROOM

HERBERT L. WILSON, consulting engineer of WBNX, New York, was elected vice president in charge of engineering and a member of the board of directors of WBNX Broadcasting Co. Inc., it was announced Dec. 16 by W. C. Alcorn, vice president and general manager. Announcement was also made of the elevation of William I. Moore, secretary and assistant commercial manager, as a member of the board.

O. B. HANSON, chief engineer of NBC, New York, and William Clarke, New York architect, arrived in Hollywood in December to draw up blue prints for projected additions to the NBC Hollywood studios.

ALAN N. CORMACK, for the last six years technical director of KFRC in San Francisco, resigned last month to become CBS Pacific Coast division traffic manager in that city. Cormack was associated with KFRC since 1928. Along with his duties as technical director he took on the additional responsibilities of traffic manager of the station in 1935. He has been actively engaged in radio since 1920. Robert Baldwin, who has been on the KFRC technical staff for six years, is the station's new technical director.

TED DENTON, technician at KHJ, Los Angeles, has revealed that on Nov. 20 he was married to Frances Maher, of Los Angeles.

ARNOLD KING Jr., formerly a marine operator, has joined the technical staff of WLTH, Brooklyn, N. Y.

JOHN C. MACDONALD, formerly with WLEU, Erie, Pa., is now on the operating staff of KFRO, Longview, Tex.

VINCENT VANDERHEIDEN, formerly with WHBY, Green Bay, Wis., is now with WIBA, Madison.

FRANK PARKINS, graduate of Capitol Radio Engineering Institute, Washington, has been appointed chief engineer of Atlanta Broadcasting Co., operating WATL, Atlanta; WRBL, Columbus, Ga., and WGPC, Albany, Ga.

GEORGE R. BUTLER, formerly with WINS, New York, has joined the New York engineering staff of NBC.

JOHN G. LEITCH, technical supervisor of WCAU, Philadelphia, was married Dec. 21 and left for the South on his honeymoon.

DAVID BAIN, recently promoted to chief engineer of WTAL, Tallahassee, Fla., was married to Miss Eddie Johnson, staff singer, in the studios of WTAL.

EQUIPMENT

PREMIER CRYSTAL Laboratories Inc., New York City, announces Bulletins 103 and 104A. Bulletin 103A contains detailed specifications of Premier frequency control equipment, including air gap holders, tourmaline holders, contact holders, pressure holders, bar and filter holders, and crystal holder mounting base. Bulletin 104A contains complete description of Type 350-A crystal oscillator and buffer amplifier with temperature control.

AMERICAN TRANSFORMER Co., Newark, has issued a bulletin describing its new TH-Transtat voltage regulator and is preparing a 16-page booklet describing ways in which the units may be used. The regulator is for alternating current circuits and is said to offer the same smooth control obtained from a rheostat, plus the efficiency, regulation and flexibility of a transformer.

UNITED TRANSFORMER Corp., New York, announces a new remote amplifier kit, model 2A, housed in a leather finished lightweight case with removable latched cover. Total weight is less than 10 pounds. Frequency response is said to be uniform from 30 to 14,000 cycles with power output of plus 7 db. A new studio preamplifier in kit form also is announced by United. It incorporates new UTC tri-alloy shielded input transfer said to make possible an extremely low hum level.

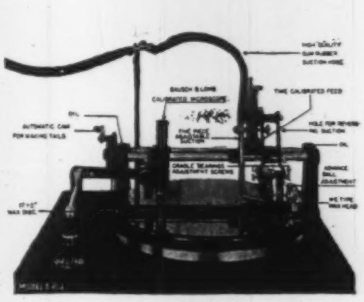
WGY, Schenectady, is to get a new home early next spring on a plot adjoining the General Electric Co. office building. The structure will be two stories high, of limestone finish, and with glass blocks on the front and two ends. Five studios will be provided, one of them two stories high with balcony and accommodating 150 persons. Another will resemble a modern electric kitchen.

ASTATIC MICROPHONE LABORATORY Inc., Youngstown, announces a new crystal pickup said to reduce tracking error to a notable degree. Better reproduction and a longer record life are claimed for the device, which is known as Tru-Tan Model B. It has a full double row ball-bearing base swivel with hardened steel pivot trunnion and a reversible head permits needle loading from the top. Units are to be available Jan. 1.

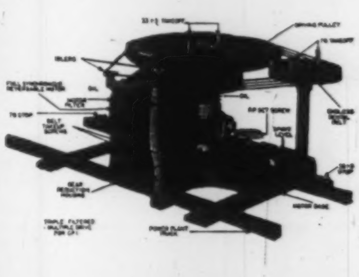
ALTHOUGH still in the process of negotiation, WIP, Philadelphia may soon send out its production men to Philadelphia's high school assemblies for demonstration of radio sound effect equipment and technique. It is planned to send with the production men, WIP's own public address system and three turn-table sound effect machine.

PIONEERS of
PIEZO ELECTRIC CRYSTALS
Since 1925
SCIENTIFIC RADIO SERVICE CRYSTALS
Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.
LOW TEMPERATURE CO-EFFICIENT CRYSTALS
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "less than 3 cycles" per million cycles per degree centigrade change in temperature.
$50.00
Two Crystals . $90
Approved by F.C.C.
Write to Dept. B-171 for price list.
Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.

Custom Built RECORDING EQUIPMENT
with a *Proven* Performance Record
●
Recoraed a 30-minute programme of the El Paso Symphony Orchestra on your Portable Recording Machine . . . I found the results amazing in reproduction and fidelity of tone and have no hesitancy in recommending this machine for recording other orchestras.
(Signed) H. ARTHUR BROWN,
Director, El Paso Symphony Orchestra.
●
We just finished installing the equipment and we are very much pleased with it . . . We cut a test record before we got the adjustments right and it was good enough to use for broadcast purposes.
(Signed) PHILLIP A. JACOBSEN,
Technical Adviser to the Cornish School and University of Washington, Seattle.



1937 Model Combination Wax and Acetate Recorder
The *Finest* Equipment that **Can** be Produced • Precision built • Constant speed • No vibration • Records 33⅓ or 78 r.p.m. • 96, 110 or 125 lines per inch • Reversible cutting head • Universal type cradle with adapter for any type of cutting head • Simple to operate • Compact.



RECORDING EQUIPMENT MANUFACTURING CO.
6611 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA
● *Write for Bulletin B. 12.*

Merchandising & Promotion

Smokes and Limericks — Turkey Talk — Free Snaps — Awards of Merit — Meet the Staff

A NEW Sunday afternoon program, *How I Met My Wife* (*Husband*), on WAAF, Chicago, is a series of blackouts dramatized from listener letters by Eddie Simmons, station's program director, who also produces the half-hour feature. This radio version of a time-honored newspaper mail-pulling feature is sponsored by Monroe-Fox & Co., Chicago clothing store, which awards a watch for the best story submitted each week and a pair of silk hose or military brushes, depending on the sex of the writer, for each other letter used.

* * *

WHDL, Olean, N. Y., Gannett newspaper station, issued a second anniversary 28-page tabloid edition of the *Olean Times Herald*. The front cover showed the new transmitter and tower, with emanations from the tower depicting cities in the WHDL coverage area. Staff pictures, articles about the station and personnel, and numerous commercial advertisements were included in the tabloid.

* * *

COCA COLA BOTTLING Co. of Boston staged a pre-audition of the parent company's series of 129 half-hour transcriptions for the benefit of salesmen and their guests. In Boston the series is booked on WNAC. D'Arcy Adv. Co., St. Louis, is the Coca Cola agency.

* * *

EVERY person interviewed during a morning man-in-the-street series for Aren Beverage & Spring Water Co., Milwaukee, receives a letter from Neil Searles, WISN announcer, which entitles him to three bottles of soda water. Listeners sending in best questions to be used on the programs get the same award.

* * *

WTMJ, Milwaukee, has introduced a new twist to an effective promotion stunt which has been used by Yankee Network and others. As a Christmas remembrance, WTMJ clients received a mahogany colored, bakelite cigaret box and 50 books of WTMJ matches. Each month clients will receive a resupply of the same amount of matches. One new feature of the promotion is the printing of the client's name, in black ink against the silver background on the front flap of each book. On the back, a brief advertising message serves as a daily reminder and silent salesman for WTMJ.

A novelty of WTMJ's promotion is a limerick contest connected with it. In each mailing of the matches, a card is enclosed with the following jingle:

Matches from WTMJ,
A matchless station, ad-men say,
That never fails
To strike up sales
------------------------------

The client who writes the best last line for the limerick receives a carton of his favorite cigarets with every month's resupply of matches. A landslide of entries is not expected from the contest, but the high percentage of returns from early mailings indicates great interest in the idea.

THE sales drive on Norbest turkeys, which aided in moving a big supply of the birds for Northwestern Turkey Growers Association prior to Thanksgiving, was resumed on WOR, Newark, during the Christmas holidays. The program offers leading chefs who give favorite turkey recipes. Turkeys were awarded listeners for best recipes and all who wrote in were presented with a recipe book.

* * *

DURING the football season, Clifton Williams, Schenectady fuel dealer, offered 100 gallons of oil to the first person phoning in the score of the game broadcast which followed his pre-game program on WGY. Response was as high as 360 completed calls. Still better, listeners began to phone orders for oil over the special phones instead of the regularly listed telephone. In addition, a fine list of prospects was obtained. Leighton & Nelson, Schenectady, handled the account.

* * *

RADIO TRAILERS for the West Coast audience were launched Dec. 22 and ran through to and including Dec. 28, the day before KNX officially became the CBS coast outlet. KNX broadcast the trailers as *Columbia Previews* each week day at 7 p. m. with highlights of outstanding programs and excerpts from forthcoming productions.

* * *

INDEPENDENT GROCERS ALLIANCE, Chicago, during December broadcast an offer in connection with its *One Girl in a Million* transcription programs to give a 5x7 enlargement to any listener sending in a snapshot negative and a label from an IGA branded product.

KDYL's *Kangaroo Artists Revue*, one of the nation's oldest children's programs heard thrice weekly over the Salt Lake City station again was sponsored for the Christmas season by the W. T. Grant Co. to promote Grant's Toyland. Though this program brings children as young as three and four years to the microphone, each show is prepared and rehearsed from script as carefully as any production program. In the case of the smaller tots, the lines are memorized and each show works the commercials right into the script. As a result Grant reports the heaviest Christmas business in history in their Salt Lake City store.

* * *

EVERY Monday morning several hundred members of Phil Saltman's Piano Club of the Air, based on a program on WEEI, Boston, receive a post card on which is printed the notes for a hot piano "break". The program includes a hot piano contest, with listeners guessing the names of recording artists. Prizes are theatre tickets. Club members are charged 25 cents for postage and printing.

* * *

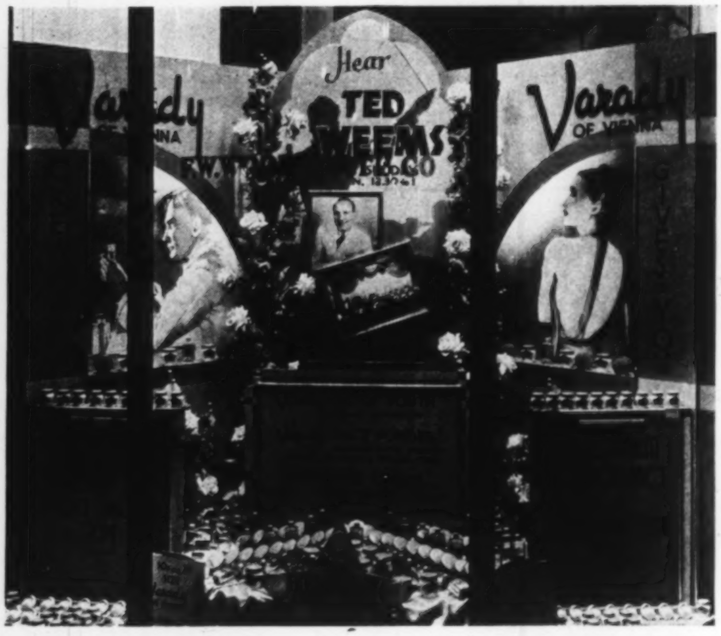
SUN OIL Co., Philadelphia (petroleum products), through its NBC-Blue network program with Lowell Thomas, offered free copies of a Christmas book of short stories by Mr. Thomas. Listeners obtained copies by visiting the nearest Sunoco station, no copies being mailed.

* * *

KNOX GELATINE Co. Inc., Johnstown, N. Y. (gelatine dessert), is offering free gelatine dessert recipes to all listeners writing to sponsor. Program is heard on CBS, Tuesdays and Thursdays, 11:15-11:30 a. m.

* * *

KFRO, Longview, Tex., furnishes all advertisers with price markers labeled "As Advertised on KFRO". They are in assorted sizes and provide space for insertion of price.



IN FIVE & TEN—Window displays like the above, tying in with the Sunday morning broadcasts on MBS, have been used by Varady of Vienna, Chicago cosmetics manufacturer, in some 50 Woolworth stores. Program, which is placed through Baggaley, Horton & Hoyt Inc., Chicago, has recently been renewed for another 13 weeks.

PILOT RADIO Corp., Long Island City, N. Y. (radio receivers), has started a regular weekly "award of merit" to the best program or artists on the air each week. The purpose of the award, a parchment scroll, said Alvin Austin, president of the agency bearing his name and handling the Pilot account, is to keep the art of broadcasting on a high plane.

CBS was awarded the first scroll Dec. 12 for its coverage of the British royalty crisis. The award was acknowledged by William S. Paley, CBS president. Jeanette Macdonald was given the second award Dec. 20 for her performance in the CBS operetta broadcast, *Naughty Marietta*, sponsored by Vick Chemical Co. through Morse International Inc., New York.

The public is informed of the award through a radio column conducted by "Al Turner" and titled *Your Radio Pilot*. Comments on future broadcasts are also included in the column. Radio editors of all New York newspapers have been invited by the radio manufacturer to form an advisory group to assist in the selection of the weekly winners.

Coming at a time when Paul White, chief of the CBS special events staff was in South America, the network nevertheless assigned all available personnel to the momentous news "story" centering around King Edward. With Frederic A. Willis, assistant to President Paley in charge, practically all programs were on a "standby" basis during the crisis. Assisting Mr. Willis were John G. Gude, CBS publicity director; Ed Murrow, director of talks; Axel Petersen, traffic department; Don Higgins, Luther Reid and Bob Trout.

* * *

WBIG, Greensboro, N. C., and Jefferson Standard Life Insurance Co. cooperated in awarding a $100 prize to the winner of a contest staged by the sponsor to obtain ideas for its 30th anniversary program. Entries were received from six states. The winning idea consisted of a symphony program with talks by the oldest policy holder and the oldest employe of the sponsor. Freitag Adv. Agency, Atlanta, is handling the program.

* * *

KOA, Denver, disputes the claim that the IGA sales meeting in Chicago Nov. 22, with CBS as host, was the first radio sales meeting of its kind, and announces that an IGA grocers meeting was held Oct. 4 in the studios of KOA. The station points out that radio is being recognized more and more by retailers as a powerful sales factor.

* * *

WIP, Philadelphia, on Dec. 20 carried a full-page advertisement with pictures of its staff of 56 in the *Sunday Inquirer*. A small advertisement on the radio page referred readers to the full-page display. All photographs were especially posed.

* * *

IOWA Network mailed to space buyers a Christmas card consisting of a piece of sheet music titled *On a Little Farm in Iowa*, state theme song of the *Farm Folks Hour*. The front cover carried pictures of talent and a Christmas greeting.

* * *

WOR, Newark, claims an increase of 92.2% in mail response for the first 11 months of 1936, the total amounting to 1,658,936 as of Nov. 28.

XUM

Happy **OLD** *Year!*

because in 1936, more and more advertisers used WLW for their radio advertising

. . . more and more listeners joined the ever-growing ranks of WLW's regular, daily audience

. . . and because this great audience expressed its sincere appreciation of the fine programs offered by WLW and its advertising sponsors, by more and more purchases of these advertisers' products.